FOR WOMEN OF STYLE AND SUBSTANCE

NOVEMBER 2015

> VOL. 18 NO. 9

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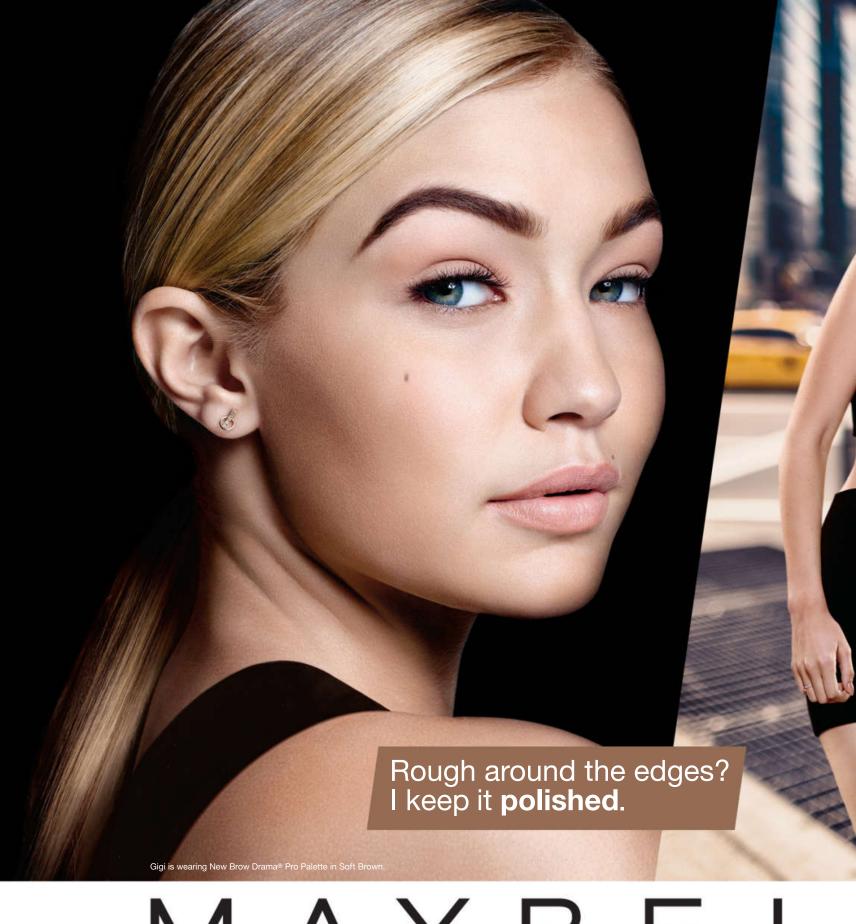
HOW TO MAKE TIME FOR YOURSELF (WITHOUT GUILT)

TAKE ON THE HATERS AND WIN BEST NEW
ANTI-AGING
BEAUTY
IDEAS
TINY TWEAKS
BIG RESULTS

GET PAID WHAT YOU'RE WORTH

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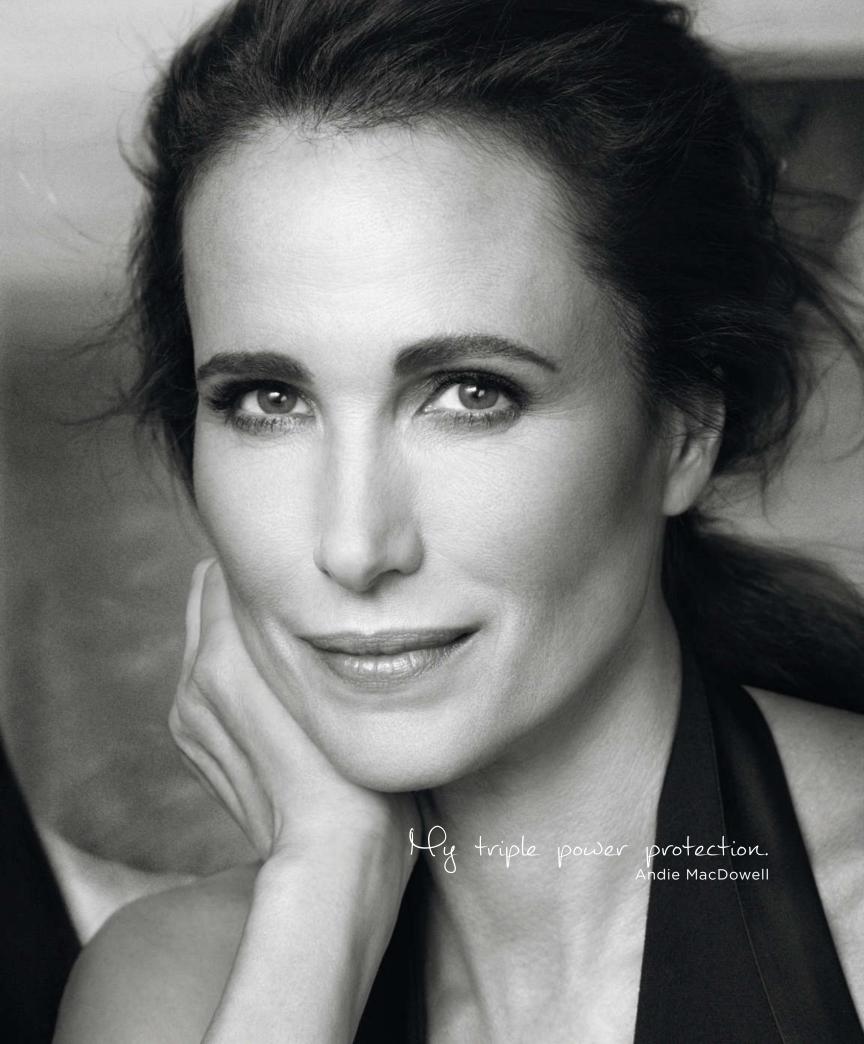
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Gina Edwards at Kate Ryan Inc. using Chanel Le
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# PHOTOS, FROM LEFT: KENJI AOKI, TRUNK ARCHIVE, MARKUS ZIEGLER

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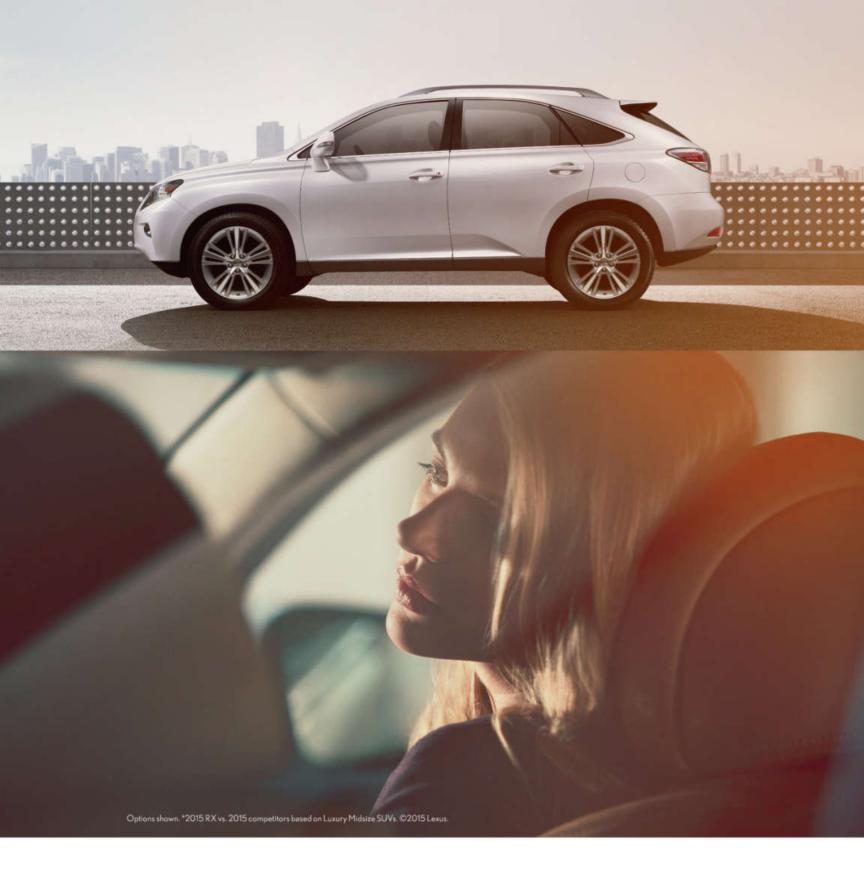
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## THIS MONTH AT MORE

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#### A NEW WAY TO SEE THE **BEST LOOKS FOR FALL**

What color were those dazzling oxford shoes you saw in our September issue? And in October, which fabric did we praise for being newly chic? If you're zero for two on those questions, good news: We've compiled all our fall musthaves into a series of Vine videos. Consider them a short, fun, shareable refresher course on the season's trends. Go to more.com/fashionrecap for links to all the videos or search the hashtag **#howtowearit** on Vine.

#### **Contributor**

When you finish a SUSAN GREGORY THOMAS article, you may feel that she's just read your mind. Intimate and heartfelt, her pieces speak to many of the questions we all meditate on at midnight. On page 76 of this issue, she confronts the real (and astonishingly deep) reasons we feel uneasy about me time-and reveals the surprising exercise that helped her make space for what's important. She's the author of two books: In Spite of Everything (Random House) and Buy, Buy Baby: How Consumer Culture Manipulates Parents and Harms Young Minds (Houghton Mifflin Harcourt).

#### **OUR MICHELLE OBAMA** "MORE IMPACT" ISSUE MAKES **A SPLASH**

OUR JULY/AUGUST ISSUE, guest-edited by Michelle Obama, got a lot of people talking. Extra TV called President Barack Obama's essay on fatherhood "touching." USA Today debated who was the bigger star, Michelle Obama or Mervl Streep (the newspaper's verdict: It's a draw). People.com even nominated our photo of Streep and the first lady for the face of the \$10 bill. By the way, that comment-sparked by the national push to

put the face of a woman on paper currency for the first time in American history-is turning into the nicest compliment you can pay a woman. In his adoring review of Lily Tomlin in the recent movie *Grandma*, critic A.O. Scott of the New York Times wrote, "Someone should start a petition to put her face on the \$20 bill." Michelle and Meryl on the 10, Lily on the 20-it's enough to make us ditch the credit cards and start paying cash.

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#### LETTER FROM

## THE EDITOR



# How to make time for yourself

important. I spend several days at our Escape with *More* event at the Miraval Spa in Arizona. What do I do there? It's very difficult work, I assure you. I'm required to suffer through fabulous manicures and pedicures and exfoliation with the most amazing women on earth: 150 of you, More readers! But hey, don't think it's all beauty treatments and desert hikes. I also have to loll around a pool or hot tub, discussing careers and husbands and the nation's economy with accomplished, thoughtful women who have a lot to teach me. Because while on the surface Miraval may look like a boondoggle, the truth is, it allows me to do great reader research, using an interesting band of my peers as a sounding board for the magazine. I do this informally (see above) but also deliberately, spending one or more meals with those of you who want to talk about topics More should cover in the coming year-not just big picture, but in all their nuances.

**EVERY** November, I do something very

One story that sprang directly from the pool is "How to Make Time for Yourself," in this issue. From the outside, it would appear that any woman who joins *More* at Miraval feels she deserves some me time (after all, no children or husbands are invited), but several readers admitted that they had misgivings about walking away from their usual busyness. Many confessed that they are frustrated

and disappointed that they can't find time for themselves during their regular workweek. I realized that as independent and confident as most women are today, when we're not super busy, we still have guilt squirming at the bottom of our consciousness.

I can empathize. When my kids were young, I allowed myself to become a victim of the busyness culture. Getting up at 5 AM to bake blueberry muffins from scratch for the school bake sale before hitting work for a 12-hour day, or pulling off a 24-hour hit-and-run on Paris (without even sleeping

in a hotel room), made me feel like a Mistress of the Universe—an important player and a business force. It created its own kind of mania, a unique brand of self-perpetuating energy and emotional high. But it didn't breed satisfaction or happiness; when I caught myself on one business trip (or should I call it a busyness trip?) so engrossed in my BlackBerry that I didn't even glance up at what I consider the most beautiful street in the world, the Champs-Elysées, I knew I had to change.

One of the great things about becoming an adult is understanding that only you are in charge of your behavior. You have a right to say no to a destructive corporate culture; you can even refuse to participate. Today it seems we are turning a corner, and the idea of being harried and overworked no longer as cool. To help yourself decelerate and the turn to page 76, where author Susan

seems cool. To help yourself decelerate and refuel, turn to page 76, where author Susan Gregory Thomas argues that sometimes doing nothing is the best thing for you.

LESLEY JANE SEYMOUR Editor-in-Chief

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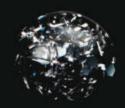
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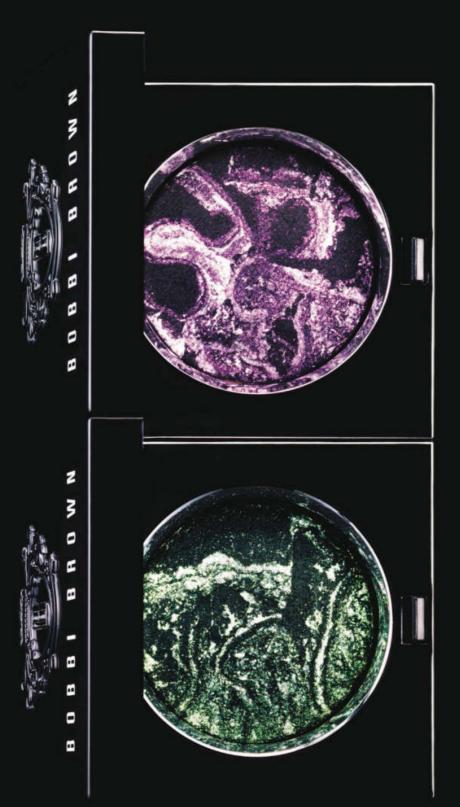


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BEAUTY



(2)

#### **SOLAR FLAIR**

Forget the longtime ban on shimmer. These chic eyeshadows are iridescent, flattering and forgiving. "Incandescence is the jewelry of makeup; it reflects light to make you look more luminous and obscure imperfections," explains creator Bobbi Brown.

BOBBI BROWN Sequin Eye Shadow in Constellation (top) and Comet (bottom); BOBBIBROWN.COM.

BEAUTY



#### **EAU MY STARS!**

Flowerbomb, the quintessential blend of rose, jasmine and freesia, went futuristic for its 10th anniversary. The limitededition bottle houses the beloved scent and comes with a constellation of sparkling beads. "It's envisioned as a piece of art," says co-perfumer Domitille Bertier.

**VIKTOR & ROLF** Flowerbomb Fireworks Edition; **SEPHORA.COM**.



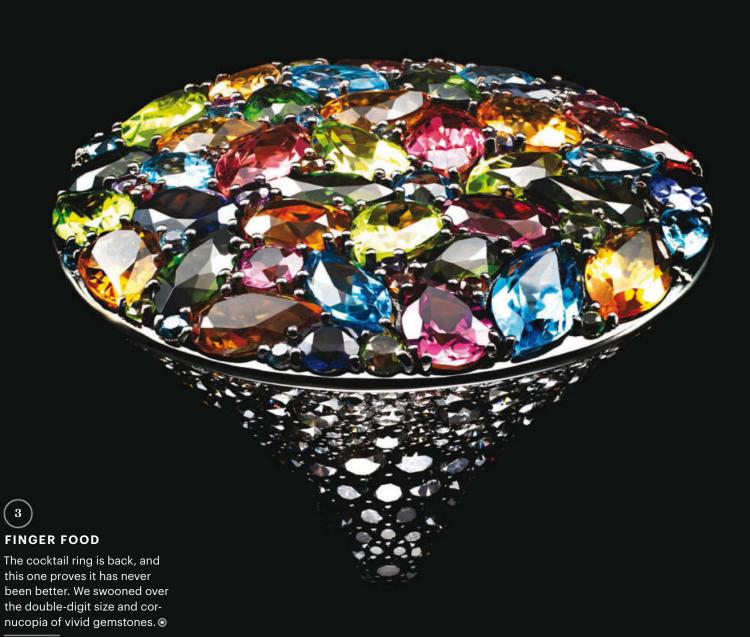
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# **AFICIONADO**



# HOW TO GET fuller lashes IN A BLINK

Thick, plentiful eyelashes have been a beauty holy grail since Cleopatra first fluttered hers at Mark Antony. Lucky us: Faking it is the easiest it's ever been, as this look at the lash landscape reveals. Here's what plumps, what lengthens, what separates—and what's right for you

BY GENEVIEVE MONSMA

IT'S FAIR TO SAY we've gone batty for lashes. You can't walk down the street now without spotting a salon-window ad for lash extensions. Step into a drugstore or department store, and myriad mascaras promising Snuffleupagus-like results will surround vou. Flip on any awards show or peruse social media or YouTube (where you'll find more than 67,000 lash tutorials), and vou'll catch an eyeful. And the revenue reports support the anecdotal evidence. "Sales of lash-growth products have doubled in the past three years," says Karen Grant, global beautyindustry analyst at the National Product Development Group. Grant also says mascara has bypassed foundation and lipstick to become the number-one most-used makeup product in the U.S., with three out of four women saying they apply it regularly—rarely venturing out without giving their lashes a swipe or two of the stuff.

Why the sudden desire to size up? Some attribute it to the aging population of the U.S. "After the age of 35, many women's lashes become thinner, shorter and lighter," says Francesca Fusco, a New York City dermatologist. Mally Roncal, a 40-plus celebrity makeup artist who has been known to embellish her own eyelashes with extensions from time to time, says, "All the media attention that's been given to lashes has made women realize that a full lash line is perhaps the quickest and easiest way to knock about five years off your look." Others point to the success of the prescription-only lash grower Latisse, which racked up about \$110 million in sales last year. While Latisse is effective—it has been proved to grow fuller. longer, darker lashes in 16 weeks-many people balk at the cost: \$120 for a 30-day supply. "So a cottage industry has sprung up around nonprescription alternatives to Latisse," says Fusco. Of course, it doesn't hurt that gorgeous lashes have always been considered glamorous. And with so many new ways to obtain thicker, better lashes, it's hard to find a reason not to indulge. Without further ado, then, we bring you the latest and most effective augmenting options, from technologically advanced mascaras to fabulous fakes-and even lash transplants (yes, really).



# MAKE(UP) THE MOST OF WHAT YOU HAVE

You can improve your lashes without spending a cent by using whatever tools and products you already own. "Start by giving your lash curler three pumps: one at the root, one in the middle and one at the tips," says Roncal. (Need a new curler? Try surratt beauty (1) Relavée Lash Curler [\$30; SEPHORA.COM].) Then "apply your mascara in the direction opposite lash growth, wiggling the wand toward the nose," says Roncal. "It's like blow-drying your hair upside down and in the opposite direction to the way you wear it in order to create lift and volume." Roncal prefers to use a waterproof mascara for this step because she says it does a better job of holding the lashes in place (though a traditional mascara will also work). Once the lashes are fully coated, Roncal uses a non-waterproof formula to "carefully separate and arrange the lashes into a fan."

#### **GIVE FALSIES A GO**

Want an even fuller look that will last for up to a day? Mario Dedivanovic, a celebrity makeup artist, says this trick will get you really glambut it's also a bit labor intensive, so give yourself an extra 10 minutes. First, apply mascara to your lashes and allow it to dry. Then add individual false lashes, using longer ones at the outer corners and slightly shorter ones everywhere else. "This creates a cat-eye effect," he says. A tip for better stick: "Squirt out a drop of adhesive on your hand, then let it dry for a minute so it becomes tacky before you dip in the lashes. Place them along your lash line with tweezers," he says. Once the lashes are on and the glue has dried, curl the lashes and apply another coat of mascara. Try L'ORÉAL PARIS (2) Voluminous Mascara (\$8; DRUGSTORES), BENE-FIT They're Real! Mascara (\$24; BENEFIT COSMETICS .COM), MAYBELLINE Expert Tools Eyelash Curler (\$5; DRUGSTORES) and ARDELL (3) Individual Lashes in Medium Black (\$4; ULTA.COM). >>



BEAUTY

#### **SWIPE ON A NEW MASCARA**

If you prefer to have your products do all the work, these newfangled mascaras will thicken and lengthen lashes with minimal effort on your part. Merle Norman (1) Fat Lash Mascara (\$16; MERLENORMAN.COM) is a volumizing formula that's especially good for brittle, aging lashes because it's packed with strengthening ingredients that minimize breakage. IT COSMET-ICS (2) Hello Lashes Mascara (\$24; ITCOSMETICS .com) contains invisible fibers that instantly thicken without flaking (key for sensitive eyes or contact lens wearers). EYEKO (3) Black Magic Lash Boost (\$35; SEPHORA.COM) is a fiber-filled top coat that can be used over any mascara to create dark, extra-thick fringe. PHYSICIANS FORMULA (4) Eye Booster Instant Lash Extension Kit (\$15; DRUGSTORES) is a two-step system that contains a volumizing mascara and a lash-thickening and -lengthening top coat for days or nights when you want false-like results without the hassle. Triple-threat STILA Huge Extreme Lash Mascara (\$23; STILA.COM) has three times the black pigment of other Stila mascaras, a wand with densely packed bristles for lifting and separating lashes and soft, malleable waxes to prevent clumps. GIVENCHY Mister Intense Black Mascara Top Coat (\$29; BARNEYS .com) refreshes and darkens already-applied (and dried) mascara (ideal for an easy touchup before heading out at night).

#### **GET GROWING**

In addition to the game-changing prescription drug Latisse, there are now over-the-counter offerings that, while not as effective as Latisse (they lack its active ingredient, bimatoprost), do foster a fuller fringe. Most of them have strengthening and moisturizing agents that help lashes linger longer (a lash can last about three months before falling out and can take two months or longer to grow back completely)—and presumably grow more during that time. Fusco says she thinks of these products as "deep conditioners for lashes: They maximize the health and longevity of what's there but don't actually stimulate growth." She has seen the



greatest success among her patients with RAPIDLASH Eyelash Enhancing Serum (\$50; ULTA .com) and OSSENTIAL (5) Lash Enhancing Serum (\$65; ZOSKINHEALTH.COM), which you sweep on twice a day like liquid eyeliner.

#### **EXTEND YOURSELF**

If you prefer not to use a prescription grower or lash conditioner but still seek a longer-term solution, lash extensions may be your best bet. Individual lash extensions define your eyes, add a glamorous look that lasts up to six weeks and spare you the task of applying mascara altogether. Enthusiasts rave that extensions save time by allowing them to sport minimal makeup and still look polished. "And as opposed to growth formulas, extensions enable you to change the shape of your eye, giving lift to droopy outer corners, for example, or making the eye look more awake by lengthening the lashes in the

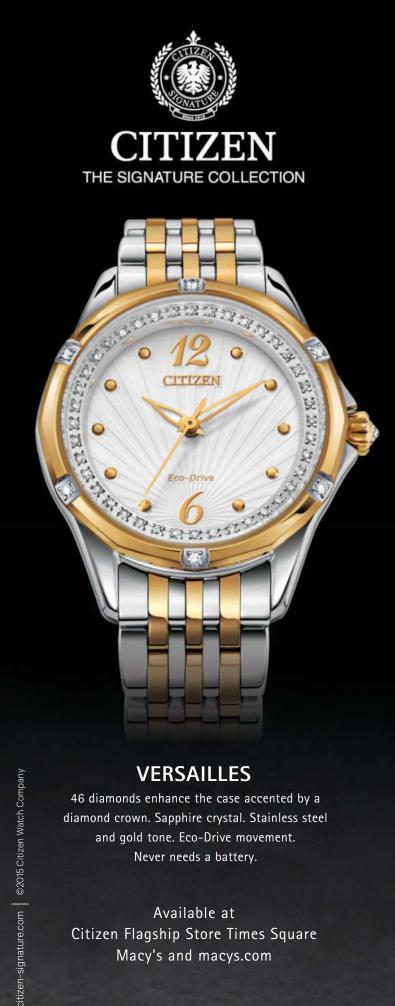
center of the lid," says Fusco, who chooses to wear extensions herself rather than use a growth serum. Fusco's favorite "lash artist," Clementina Richardson, owner of New York's Envious Lashes, says that in addition to customizing the placement of lash extensions to a client's eye shape, a good artist will evaluate the weight and health of existing lashes to avoid damaging them. "One extension is glued to one natural lash, so applying too many extensions, or using very thick, heavy ones, could break off fragile, thin lashes," says Richardson. She also says it's important that the artists be certified in lash application (which means they've passed a training class). Even more important, they should be a licensed (by the state in which they're practicing) aesthetician or a cosmetologist. "Ask to see their certification and/or tell you about their training," Richardson says. "Also request before and after photos." If they can't produce either, you have every right to leave.

Jo Mousselli, founder of Xtreme Lashes, a leading distributor of extensions, stresses that cleanliness-of your technician as well as the workspace—is also important. To that end, check out reputable lash companies for lists of where their best-trained extension specialists work (start with xtreme lashes.com, borboletabeauty.com and sugarlashpro.com). Then prepare yourself for the cost and maintenance. The initial appointment to apply a full set of extensions can take up to three hours and will run you \$120 to \$600, depending on how many lashes are applied and where you live. "A typical client has an average of 90 to 120 natural lashes on each lid; I then place anywhere from 40 to 120 additional lashes per lid, depending on the look she wants," says Richardson. To maintain your lashes, you will need touch-ups at the salon every two to three weeks (because in that time, 20 to 50 percent of the lashes will fall out or grow out). The maintenance appointments take up to an hour and cost \$75 to \$150. "I have clients who forgo other beauty services, such as hair color or Botox, because of the expense, but they spring for extensions because they find the results outweigh the benefits of other anti-aging treatments," says Richardson. Note: If you've lost your lashes (from illness, medication or trauma), extensions are not an option because they must be glued to natural lashes, not to the skin. However, some doctors are performing lash-transplant surgery using hair harvested from either the nape of the neck or the leg. Talk to your dermatologist if you think you want to find that kind of specialist. 10



## **TAKING CARE OF** WHAT'S THERE

If your lashes are not what they once were, join the club. "Many peri- and postmenopausal women in my practice say their lashes are sparser than they used to be," says Francesca Fusco, a New York City dermatologist. "My universal advice is to start doing less to get more from their natural lashes." By that she means toss your makeup remover and use baby shampoo to wash off any eye makeup. Ditch that eye cream, too; a sesame-seed-size drop of Aquaphor is all you need to tap onto the lid and under the eye. "The goal here is to minimize irritation and inflammation, both of which inhibit growth in the lash follicle," Fusco explains. This won't reverse the aging process, but it can at least keep you (and your beauty routine) from becoming part of the problem.



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FASHION



FASHION

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A reinterpretation of nighttime glamour: the excitement that comes from strong, striking color in a modern shape and style. Wear this in place of any gown hanging in your closet. The dramatic bodice draws the eye up to the face—great for the woman who has something important to say (yes, you). It's formfitting, so if you're worried you'll feel overexposed, add another layer, like a long topcoat in silk satin, to provide both coverage and interest. "So chic," says Segall. 

o

ROLAND MOURET wool gown; ROLANDMOURET .COM. STUART WEITZMAN leather sandals; 212-750-2555. ROBERTO COIN 18k rose gold ring with African black jade and diamonds; ROBERTOCOIN .COM. For prices and links to products, go to more.com/wheretobuy.



TRAVEL



## Sailing in any season

BY MELISSA BIGGS BRADLEY

**FOR DIE-HARD** swimmers, surfers and sunbathers, nothing beats boating for discovering under-the-radar beaches, jumping into the water on a whim and spontaneously selecting ports of call. In the winter, those in the know charter sleek vachts to get the most out of the British Virgin Islands. In the turquoise waters of the Caribbean, they find some of the smoothest sailing in the world, as well as protected coves, white-sand beaches, snorkeling and scuba diving on coral reefs still vibrant with sea life.

Sailors in search of serious serenity and a touch of the rustic have found what they are looking for in Belize, which also draws scuba devotees seeking sheltered waters. The Mesoamerican Reef, off Central America, extends to the tip of the Yucatán Peninsula-roughly 530 nautical miles.

When summer comes, the water-loving cognoscenti explore the Turkish coast. Charters often begin in Bodrum, whose waterfront scene is sometimes referred to as the new Saint-Tropez. Traditional wooden sailboats line the harbor along with glistening megayachts, many of which head out to fishing villages, world-class archaeological sites and the glorious waters of the Aegean. Cruising is also the way to make the most of the remote Italian island of Sardinia.

High-flying regulars journey to the

Emerald Coast, with its sumptuously glam resorts, while those seeking peace head south, where hidden beach coves are accessible almost exclusively by boat.

SARDINIA, with its wild shoreline (above) and ultrafashionable

hotels, makes for per-

fect summer sailing.

Along Turkey's coast, approached by motor

vacht (left) or wooden

boat, are small villages and grand ruins.

Closer to home, Maine has one of the most beautiful coastlines in the world, and it is best seen from the sea. You can sail to islands that still have working fishing fleets, eat lobster right from the Atlantic, dock in salty oceanfront towns and swim in summer's still-chilly waters—if you dare.





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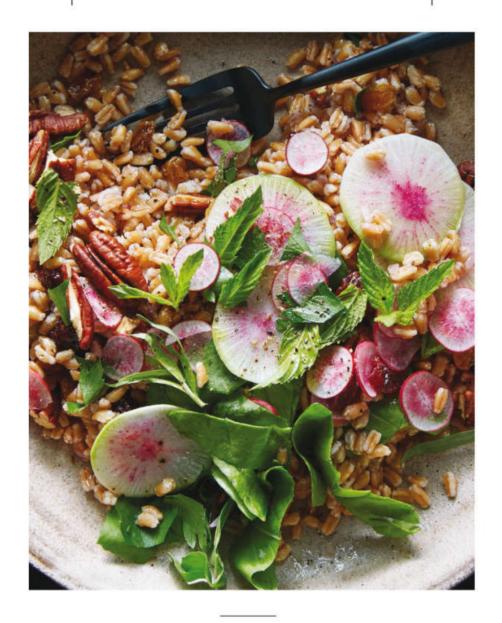
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THE LEADING HOTELS

# FOOD STYLIST; SUSAN SPUNGEN/EDGE REPS; PROP STYLIST; KALEN KAMINSKI

## **AFICIONADO**

FOOD



## The grain bowl

BY AMANDA HESSER AND MERRILL STUBBS

**WHY NOW** The Japanese *donburi* and Korean *bibimbap* are one-bowl meals that have been around forever. But the humble combination of grains, protein, vegetables and sundry mix-ins has transcended the health food store and to-go section of markets; restaurants around the country are using the bowl as inspiration for inventive all-in-one meals. **WHAT MAKES A GRAIN BOWL** The formula is simple, a no-recipe recipe: grain+vegetables+protein+sauce+garnish. **GRAINS WE LIKE** Spring wheat berries, farro, barley, jasmine rice and quinoa (actually a seed that's best mixed with a grain to add heft). **WHERE TO FIND A GREAT GRAIN BOWL** Sqirl in Los Angeles offers a combination of Kokuho Rose brown rice

(a medium-grain rice similar to sushi rice), sorrel pesto, preserved Meyer lemon, hot sauce, radish, feta and a poached egg. At Egg Shop in New York City, check out the bowls piled with carnitas, tomato, avocado and a poached egg, among other imaginative combinations listed on the menu. **AN IDEA FOR YOUR HOME KITCHEN** Try our favorite mix of ingredients: bulgur wheat, lentils, roasted chicken, roasted fennel, pickled radish, grapefruit segments and a generous shower of herbs (as in the photo above). **BONUS!** The components of a grain bowl are amenable to travel—the ingredients hold up for a few days. And if you're thinking this sounds like a good place for neglected leftovers, you're absolutely right.

DRINK



## It's *baaack*! Tiki

BY AMANDA HESSER AND MERRILL STUBBS

THE MAI TAI, which epitomized the tiki, or Polynesian, trend, was created (so the story goes) in the 1940s at the legendary Trader Vic's. The restaurant used an aged Jamaican rum that no longer exists, and as years went by, the recipe was diluted by orange juice and syrupy premade mixes. The result: a too-sweet, headache-inducing drink that has given tiki a bad rap. But that mai tai is also easy to improve upon—which is what the cocktail world has started to do.

Tiki bars are opening around the country, from Three Dots and a Dash in Chicago to Hale Pele in Portland, Oregon, but the leading indicator that tiki is again being taken seriously (as seriously as a drink boasting an umbrella can be taken, anyway) is that it's

making its way into craft-cocktail bars, such as San Francisco's Trick Dog. The mai tai at another craft bar, Maison Premiere in Brooklyn, uses four different rums. One of our favorite recipes (see above) comes from Erik Lombardo of New York's Marta. It's a cocktail that ranks right up there with a Manhattan or a martini but still has tiki's unmistakably tropical flavors.

To feel as if you're on a seaside vacation, serve this mai tai in a ceramic tiki mug with a hula dancer in high relief (although an elegant old-fashioned glass can work its own magic).

AMANDA HESSER and MERRILL STUBBS are cofounders of food52.com.

mai tai

agricole



"Investing is a lot of fun," says Lubna Abu-Osba. "Sometimes women look at it like a chore, or that it's mysterious. But I know all the stuff the boys know. And it's not such a big secret."

Lubna is inspired to continually learn about her financial life. See how she and other women empower themselves by pursuing their passions, protecting what they love, preparing for tomorrow and much more.

Join them by sharing your story through **#WomenInspired** on Facebook and Twitter. What you're doing could inspire women everywhere.

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## **PORTFOLIO**



# When working at a troubled company makes perfect sense

WHEN A WOMAN is hired to turn around a troubled company, it's sometimes because a man has failed at the task. But being the executive of last resort doesn't intimidate American Apparel CEO Paula Schneider. The brand announced in August that it may be forced to go out of business, but she has long experience with companies in peril. How does she decide to accept a job at a company in jeopardy? She asks herself if she can answer yes to these six questions.

**IS THE RISK CALCULATED?** "I had other job opportunities, but American Apparel was more interesting. You have to understand that it might not work out. Ask yourself if you have other options if this job falls flat."

#### WILL YOU SACRIFICE YOUR FREE TIME?

"My kids are in college. I probably would not have taken the job if they were small. You have to be ready to put in massive hours in a potential turnaround situation. I knew I wasn't going to have much time for family." ARE THE FINANCIALS REALISTIC? "American Apparel lost hundreds of millions of dollars [under controversial former CEO Dov Charney]. I asked to see the numbers. You'll want to know the expense structure and how much cash flow you've got. Can you do something differently to affect the result?"

#### **CAN YOU CHANGE THE CULTURE?**

"This is an edgy brand and always will be. Now we're making it more about social commentary—same-sex marriage, immigration rights. The goal is to be inclusive."

are you a good salesperson? "I grew up in sales. I understand how to sell both a concept and the product. That's an important tool when you need to convince your managers of your ideas for change."

#### **DOES THE JOB FUEL YOUR PASSION?**

"You have to really believe in the company and also in your ability to make a difference." —BEE CHANG SHAPIRO @BeeShapiro

## 33% vs. 47%

Percentage of Americans with incomes over \$80,000 a year who are **worried that technological advances will eliminate their job**, compared with those whose incomes are less than \$40,000 a year, according to a recent survey by YouGov.

## HOW MUCH SHOULD YOU KEEP IN ONE BROKERAGE?

YOU'VE ACCUMULATED more than \$500,000, the account limit that's insured by the Securities Investor Protection Corporation (SIPC). Time to protect the rest of your money by moving it to another brokerage, right? Not necessarily. You may be able to stretch your automatic coverage to protect millions.

The SIPC, basically an insurance program, doesn't cover investment losses from market declines. Instead, SIPC funds are tapped in the rare event that a brokerage fails and client funds are found to be missing. Eligible accounts (individual, joint, IRAs, Roth IRAs, corporate, trust and a few more) are insured up to \$500,000, including \$250,000 in cash. But here's what you might not know: You're covered for \$500,000 per account, not as an aggregation of all your accounts.

Let's say you have a rollover IRA from an old 401(k), another IRA to which you've contributed directly and a Roth. The two IRAs are treated as one account, but the Roth is considered to be separate, giving you a total of \$1 million of coverage.

A married couple that has a joint account as well as individual brokerage accounts, IRAs and Roth IRAs could have up to seven eligible accounts and be covered for up to \$3.5 million.

On top of that, many brokerages provide additional coverage for you through arrangements with private insurers. Vanguard is insured for an extra \$250 million in losses. Merrill Lynch has coverage of up to \$1 billion.

Bottom line: Understanding exactly how much you're covered for may save you the headache of spreading all your money across multiple brokerages and then having to keep track of everything.

-LIZ WESTON @lizweston

## **PORTFOLIO**

ENTREPRENEUR

# Four classes every entrepreneur should take

"THE MOST IMPORTANT classes fall into three groups: product, people and financing," says Noam Wasserman, a professor at Harvard Business School. "Failure to cover even one category will leave you with major blind spots." Course titles will vary by college or webinar, so be sure the class names or descriptions contain some of the keywords in the titles below.



# **SMALL BUSINESS/ENTREPRENEURSHIP/ ENTERPRISE MANAGEMENT** An introductory entrepreneurship course will teach you the basics of accounting, marketing, human resources and business law, says Kim Eddleston, PhD, professor of entrepreneurship at Northeastern University's business school. By covering these topics, you'll learn how they interrelate (will increasing your marketing efforts bump up your cash flow?). Read course descriptions to ensure the focus is small businesses, not public companies. To find classes, search websites of the top B-schools; many offer free webinars.



DEBATE While Toastmasters or public speaking courses will help you overcome nerves, debate allows you to experience firsthand how it feels to come under fire from skeptics. You'll learn to ask—and answer—questions and anticipate roadblocks, says Brad Burke, managing director of Rice University's Alliance of Technology and Entrepreneurship in Houston. You'll get the most out of an inperson debate course, so check undergrad class lists at your local college.



## CONSUMER BEHAVIOR/CUSTOMER FOCUS/ENTREPRENEURIAL MARKETING

Client analytics drive everything from ideas to prototype design to marketing. If your customer doesn't share your passion for your business, your venture will flop. "But when you know your customers better than they know themselves, you can get into their brains, hearts and wallets," says Caroline Daniels, PhD, a senior lecturer in entrepreneurship at Babson College in Massachusetts. These courses are like psychology classes—except that you'll learn how to turn your customers' needs into business opportunities.



ONLINE BUSINESS/DIGITAL MARKETING/ SOCIAL MEDIA The number-one thing small-business owners need help with today is tech know-how, says Eddleston. Google the keywords above—plus terms like "website design," "Constant Contact blogs" and "search engine optimization"—to find webinars, online tutorials or Small Business Administration classes that will get you up to speed in tech.—DANA HUDEPOHL



The percentage increase of women-owned businesses in the U.S. from 1997 to 2015—a rate one and a half times the national average, according to the 2015 State of Women-Owned Businesses Report.



# PUT YOUR MONEY ON WOMEN

I MADE my first investment in a womanrun start-up company 14 years ago, when I was still working on Wall Street. I was enthralled by the founder's passion and her potential to change the world. It didn't take me long, however, to realize that visionaries like her are usually starved for capital. Female founders got about 4 percent of the funding that the top 15 venture capital firms invested in 2014.

My company is going to change that. Three years ago, I founded the crowdfunding platform Plum Alley to provide capital to women entrepreneurs. This year we launched a members-only investment platform called 1000 Strong (1000strong .com), which will bring together promising entrepreneurs and investors.

To become a member, you pay a \$1,000 annual fee. In return, you are invited to private events that showcase three to five companies vying for your money. Each has been prescreened by both our in-house team and outside industry experts. These experts are on hand at our events to explain why each company is a strong investment (for example, the experts may point to a company's recent revenue growth). After the showcase, opportunities go live on our website. The investment minimum varies depending on the needs of the company but can be as little as \$25,000. There is no maximum.

Data show that women have the money and the desire to play a bigger economic role. Now is your chance.

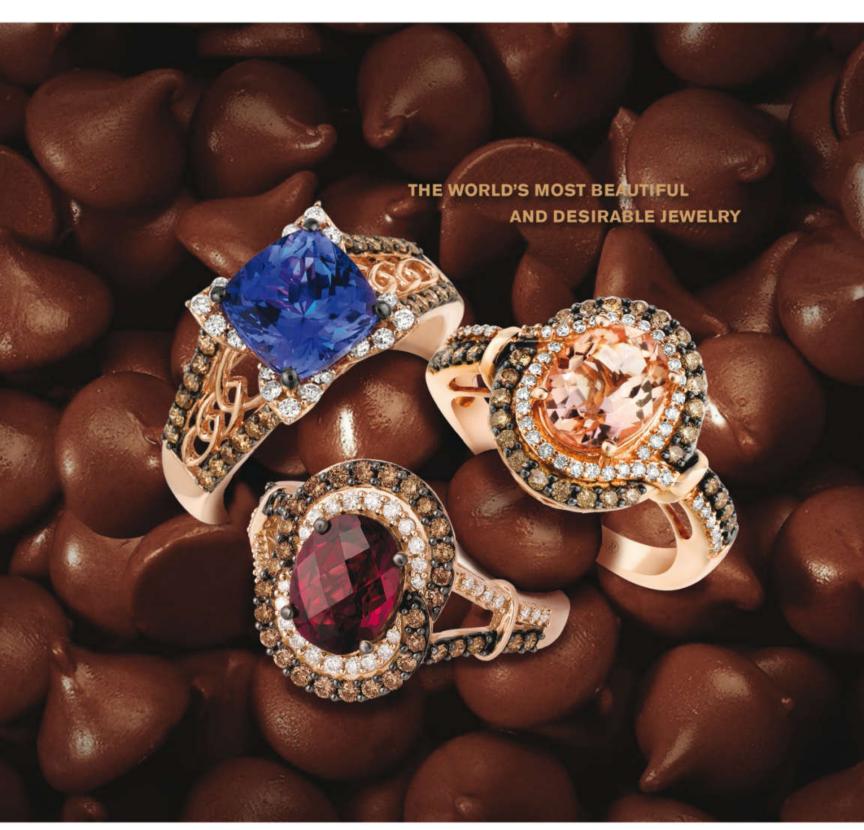
**DEBORAH JACKSON**, an early-stage investor and former Wall Street investment banker, is the founder and CEO of Plum Alley. *@plumalleyco @dbdj1007* 



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WHEN SARAH HEARD GUNFIRE, SHE KNEW
CIVIL WAR HAD REACHED HER VILLAGE.

SHE FLED TO THE BUSH AND FORAGED FOR
FOOD WHILE HER FARMLAND DETERIORATED.

SHE RETURNED HOME SAFELY, BUT TO
A BLEAK FUTURE. WITH CARE'S HELP,
SHE WAS ABLE TO REBUILD AND IMPROVE
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GOVERNOR, UNITER, BADASS / INTERVIEW BY BETSY FISCHER MARTIN

#### TRAGEDY REALLY DOES UNITE PEOPLE

"The Charleston church shooting turned South Carolina upside down. But it will turn out to be one of the most inspiring moments in South Carolina's history. Here you had 11 people who came together in this church, and they accepted someone who didn't look like them or act like them. They invited him to pray with them for an hour. That love and acceptance was so strong and so powerful that it allowed their families to forgive when they looked into the eyes of the murderer. It created this compassion across our state and country that we hadn't felt in so long."

#### **SOMETIMES THE FIGHT IS WORTH IT**

"Some people feel betrayed by the decision to remove the Confederate flag from the statehouse in South Carolina.

I respect the fact that for them it's not that they were racist. It truly was about heritage and service and duty. I hope over time they will understand that this is about the fact that this statehouse represents everyone and we don't want anyone to ever drive by it and feel pain."

#### BE THE FAMILY PERSON YOU WANT TO BE

"I get my kids to school each day, and we all sit down for dinner at night. I've always said,
If I'm a good mom and wife, I'll be a great governor. If there's something weak in your household, it affects your entire life.

I decided when I work, I work. When I go home, I go home."

#### IT DOESN'T MATTER WHO BREAKS THE BARRIER

"I'm thrilled that Hillary Clinton is running for president. I don't share any policies with her. I don't think we agree on anything, but I still respect the fact that she's out there and she's doing it, and I think that's a great thing for the country."

#### LISTEN TO YOUR MOTHER, NO MATTER YOUR AGE

"I was born to Indian parents in a small town in the southern U.S., and there were times when I was bullied for being different. My mom was the one who said, 'There's no crying. You've got to find your way, and you've got to show people how you're similar.'"

#### IGNORE THE NAYSAYERS

"During my statehouse run, people would tell me I was too young, that I had small children. I needed to defy that—and I did."

#### STOP PLANNING ALREADY

"I've never been that girl who has looked five, 10 or 20 years out because I never thought I would go into politics. When I first started to run for office, I didn't even know if I was Republican or Democrat. I certainly never thought I would run for governor."

NIKKI HALEY, 43, IS SERVING HER SECOND TERM AS THE GOVERNOR OF SOUTH CAROLINA. SHE IS THE YOUNGEST CURRENT GOVERNOR AND ONE OF TWO SITTING INDIAN-AMERICAN GOVERNORS IN THE UNITED STATES. HALEY LIVES IN SOUTH CAROLINA WITH HER HUSBAND, MICHAEL, AND TWO CHILDREN, RENA AND NALIN. @NikkiHaley

This interview has been edited and condensed.

#### NEWSMAKER



## Inspiring women to fight for their rights

Wage gap? Domestic violence? Whatever the issue, **Sarah Gavron**'s new movie, *Suffragette*, shows you have to be gutsy—and make noise—to create real change **BY MARGY ROCHLIN** 

A lmost everything about director Sarah Gavron's new film, *Suffragette*, screams girl power. It tells the story of how British women won the right to vote in the early 20th century—by doing jail time, getting beaten by police and staging hunger strikes. The movie's stars are all women, acting powerhouses like Meryl Streep, Carey Mulligan and Helena Bonham Carter. The screenwriter is also female (Abi Morgan, *The Iron Lady*), and so for the most part is the crew. "Of the eight Oscar-nominated films last year,

only two had strong female roles," says the British-born Gavron, 45, whose credits include 2007's critically acclaimed drama *Brick Lane*. "Being surrounded by women on this set and telling a story about women who dared to do things women don't normally do gave us all confidence. It emboldened me."

These days it seems as if *Suffragette* can't stop building momentum. It opens this month's BFI London Film Festival, making Gavron only the third female director in the 59-year history of the event to do so. It has

also landed her on many critics' short lists for a possible Best Director Oscar nomination.

Here, Gavron talks about why the early suffragette activists went from pacifists to window smashers and how turning your longshot dream into a reality can be empowering.

## Why did you want to tell the story of Britain's suffragette movement?

I was taught nothing about the suffragettes in school. The version I eventually got was mainly about the peaceful campaigning of the

## VOICES NEWSMAKER

constitutional suffragists. Their work was vital, but there was this other, not widely known story of the women who risked everything, who were prepared to break every taboo. We considered for a long time telling the story of the leaders of the movement, like Emmeline Pankhurst, but we felt that would be the story of exceptional women. We wanted to tell the story of the ordinary women because it would be more relevant to an audience watching today. Working women were the foot soldiers of the movement. They risked much more than their upper- and middle-class counterparts because they had much more to lose.

## How did nonviolent campaigning morph into sticking bombs in mailboxes?

The suffragettes endured 50 years of broken government promises and not being heard. The press never reported on their activities.

suffragettes had been perceived as such a threat to the British Empire that the police conducted what was [perhaps] the first-ever photo surveillance operation against them, which we show in the movie. They used cutting-edge technology to monitor the suffragettes. [We learned] all sorts of surprising details.

# Meryl Streep has a small but significant role as Pankhurst. How were you able to get her on board?

We felt it was appropriate to get an icon to play an icon, to get someone extraordinary to convey the charisma and the power of Emmeline Pankhurst. Then Carey Mulligan said, "How about Meryl Streep?" and we thought, Do we dare? But Meryl was so generous. She has only one important scene in the film—just two nights of filming. But since seeing the movie, she's been our fairy

## Another real-life touch: Pankhurst's great-granddaughter, Helen, was an extra in the movie.

Yes, and Helena Bonham Carter is the great-granddaughter of [British prime minister Herbert] Asquith, who refused to give in to the suffragettes. So we had two women in the film who were connected through their families to opposite sides of the cause. They met each other and talked about it. Helena even said sorry to Helen Pankhurst on behalf of her great-grandparents.

#### How personal was this story for you?

I remember my grandfather believed women were second-class citizens and told my mother that it was a shame she had brains because she was a girl and shouldn't carry on her education. And Meryl said she remembered her grandmother lobbying her

grandfather to vote on her behalf for the school board elections because as a woman she wasn't allowed to vote. This was all relatively recent history. [Women in] Switzerland didn't get the vote until 1971.

# There are surprisingly few women filmmakers in the U.S. Is the situation any better in the U.K., where you live?

The statistics year in and year out are really bleak. It varies between 4 percent and 12 percent. And it's not only [in terms of] women directors. The representation of women crew members on film sets is horrifyingly low. I didn't dare put myself forward as a filmmaker until I was in my early twenties and saw movies directed by women like Jane Campion and Mira Nair. It's essential for girls to have role models. There are so few female directors out there at the moment—it's got to change. But now that there's a conversation about it, maybe it will.

#### What else do women need to address?

There's a huge pay gap between men and women still and an epidemic level of violence against women. In some parts of the world, women continue to fight for basic human rights. So it's an ongoing battle. •

MARGY ROCHLIN interviewed Ava DuVernay in the February issue of *More*. @MargyRochlin

## I remember my grandfather believed

women were second-class citizens and told my mother that it was a shame she had brains because she was a girl."

Then the suffragettes realized the power of getting arrested and going to prison and harassing politicians and making a nuisance of themselves. It got them a lot of attention. What they never did was set out to endanger human life except for sacrificing themselves.

## What jaw-dropping facts did you discover in your research?

The personal costs. What these women were prepared to risk. I looked around me and thought about women in my own circle who I could imagine campaigning for an issue like this—getting petitions signed and putting themselves up for derision and ridicule. But could I imagine anyone I know going to prison for a cause? Leaving their children behind? Refusing to eat and being force-fed?

## Is it true that these women were tracked as closely as enemies of the state?

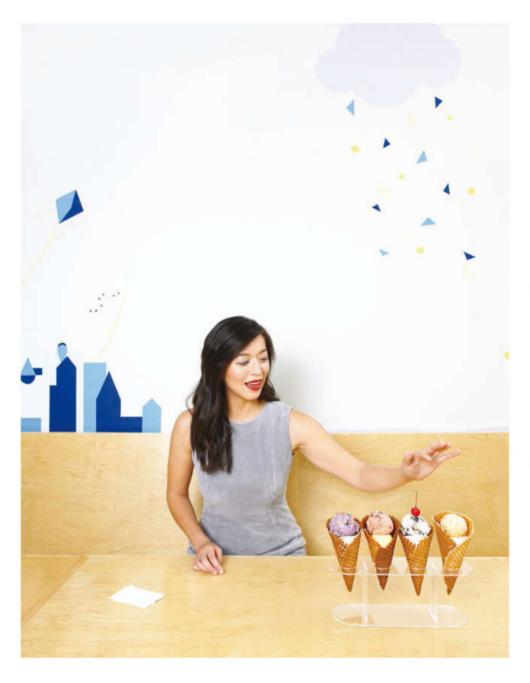
The British government opened up the national archives, and it was revealed that the

godmother. She is really engaged in promoting women's rights and has this wonderful network. When we went to Tina Brown's Women in the World summit in New York, it was through Meryl Streep, who sat on the panel and talked about *Suffragette*. That unlocked for us a world of women who are engaged in many contemporary issues.

## How did you get to film at the actual Houses of Parliament?

I said almost jokingly to our location scout, "You've got to get us into the Houses of Parliament." And she said, "Ha ha ha. No one ever has. Not even *Mission: Impossible.*" Serendipitously, Parliament had just decided to open its doors to filming. We were lucky enough to be the first ones to do it. There was this great irony that there we were, a female crew, bringing in 300 extras, horses and police to stage a riot at the very same institution that had barred women for so long. It was quite thrilling.

SECOND ACTS



## Satisfying her heart's desire

At 34, Victoria Lai was a federal official with a big future. How she found the courage to admit that the work she really loved was the job she shouldn't want by dana hudepohl

## VICTORIA LAI

FROM: Department of Homeland Security attorney

To: Ice cream shop owner

s an attorney at the Department of Homeland Security in Washington, D.C., Victoria Lai spent most of her day focusing on immigration policy—but what really turned her on was ice cream. In her spare time, she loved to concoct exotic flavors, many of them inspired by cocktails and fine food. But compared with her prestigious government position, selling ice cream seemed so ordinary. So *frivolous*. "It didn't have that same wow factor," she says. "I didn't think I could help people by selling ice cream the way I could by shaping policy."

Even as a girl in Houston, she'd set her sights on running for office. "I heard people say we need more women of color representing the communities," she says. "So that's what I planned to do." After graduating from Wellesley College, she worked on three campaigns within 11 months, then was hired by the Democratic National Committee and John Kerry's 2004 presidential campaign. "I was only making \$28,000, but I was 24 and had a job that I'd dreamed of," she says. "

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#### SECOND ACTS

After Kerry lost, Lai decided law school was the smart next step. Degree in hand, she worked on Barack Obama's presidential campaign, practiced law at a large corporate firm, clerked for an appellate judge—and bought an ice cream maker. "Reading recipes or eating out, I would come across intriguing ideas, such as a fig-and-black-currant sauce on the side with a pork chop. And I'd think, All of this combined in one bite would make a really great ice cream," she says.

In the summer of 2010, her political dreams coalesced into an intriguing offer—one that was directly in line with all her education and experience. After working for the Obama campaign, she had applied for a presidential-appointee position at the Department of Homeland Security. Now, two years later, DHS was inviting her to Washington.

The new job—counselor to the director of U.S. Citizenship and Immigration Services—was demanding, but she was determined to stay creative. In the spring of 2011, she launched a blog called Ice Cream Jubilee and each week featured new flavors, such as banana-bourbon caramel. "I would wake up at 5 AM to put together flavors, put them in the freezer, then return home from work at 7 PM to taste and photograph," she says.

The DHS job proved disappointing, but Lai vowed to be patient. Meanwhile, during a 2013 vacation, she attended the esteemed weeklong Penn State Ice Cream Short Course. Afterward she decided to start selling her creations, using the name of her blog, Ice Cream Jubilee. She rented space in an incubator commercial kitchen for \$800 a month and advertised for volunteers on Craigslist. "One thing I knew from the political campaigns I'd worked on was how to enlist eager, energetic people," she says. Every Thursday she and three helpers made and packaged ice cream until midnight. She secured three grocery stores as customers by pitching them face-to-face. "I was maybe covering my costs," she says. "But I was thrilled."

That summer of 2013, she entered the annual DC Scoop competition, where, in 97-degree heat, 8,000 people tasted ice creams from 19 entrants, some of them top dessert makers in the city. To her astonishment, she won the award for Best Ice Cream.

Two weeks later, Lai got an email from a land developer who'd heard about her win. He was turning Washington's Navy Yard into a riverfront neighborhood community and invited her to open a shop there. Seeing the proposed store's bright and airy space, "I knew I had to do it," she says. "My heart leapt first; my brain needed a little more time."

When Lai crunched the costs in Excel (excluding a salary for herself; she'd live on savings), she came up with an annual figure of \$270,000. Could she really make that nut? Friends she'd met at the Penn State course told her she'd have to sell at least four times as much product in the summer as in the winter. So she broke down the figure month by month and concluded, "If I earned onesixth of that annual amount in May but only one-thirty-second of that in February, I could still cover the costs by the end of the year. I started seeing what my life might look like if I stepped away from an office desk." In January 2014, Lai, then 34, said good-bye to Homeland Security (and her \$113,000 salary plus benefits) and spent her cash savings-\$120,000-on freezers, tables, the deposit for a 10-year lease and a big sign to hang out front.

Construction dragged on until July, cutting into prime ice cream season. Within a week of the opening, Lai had to double her staff. Sales so greatly exceeded goals that in August she took a small salary of \$2,000. Then winter arrived. In February alone, three blizzards shut down the city. "We did around \$6,000 in sales for the entire month, which in the summer we could do in one day," she says. Getting savvier, she reduced hours and staffing, added hot chocolate to the menu and hosted birthday parties. Nonetheless, she had to lean on her parents for help.

When the sun came out in the spring, lines swelled again. Within 10 months of opening, Lai met her first-year goal of breaking even. Today, after another home run summer, the business is profitable, and Lai, now 36 and married to literary agent Howard Yoon, has launched a sundae-box delivery service so her ice creams can be ordered on the Internet and shipped across the country. "I thought owning an ice cream business was too small a goal," she says. "Now I know I don't have to save the world or cure disease to do something meaningful. I'm making people happy—including myself—scoop by scoop." •

**DANA HUDEPOHL** is the author of the book MORE Magazine: 287 Secrets of Reinventing Your Life.

## BIGGEST CHALLENGE



"There was so much money to be spent on refrigerators and ovens and air conditioners. I felt very vulnerable. It's important to surround yourself with people you trust who've been through it before."



## RUNNING THE NUMBERS

\$5,604.37

Sales on the store's opening day, July 12, 2014

\$41.65

Lowest sales on a single day

11

Number of "Best Of" awards Lai has won

16 to 20

Number of choices offered at the store daily, including 4 nondairy vegan sorbets

\$120,000

Cost of opening the store

18

Number of employees in the summer

6

Number of employees in the winter













# **SET YOUR SIGHTS**

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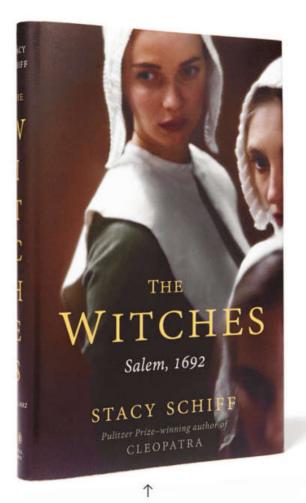


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## The Witches BY STACY SCHIFF Little, Brown

## RHYMES WITH BITCHES

he devil is in the details. That's why this exploration of the Salem witch trials is so diabolically entertaining. In a Massachusetts community of pious Puritans, a group of girls begins to howl, convulse and accuse neighbors of witchcraft. Within nine months, more than 140 innocent people have been named as witches or wizards, often by their own families. Fourteen women, five men and two dogs are executed for satanic activities. The frenzy passes. There is recanting and remorse, though the presiding judge expresses no regrets.

What the hell happened? Schiff, a stylish writer and inexhaustible researcher, offers fascinating particulars. Denounced by the putatively possessed (one a minister's daughter, most of them overworked teen domestics orphaned by Indian raids), defendants admitted to murder, flying on poles, ghostly bed hopping and selling their souls for nice shoes. They concocted imaginary crimes because those who confessed survived; only suspects who insisted on their innocence were hanged. Schiff shrewdly analyzes factors that may have fueled the madness, including teenage hysteria, political instability, bad weather, general intolerance, rampant litigiousness and sexual repression. Witchcraft explained hard times, settled old scores, punished sharp-tongued women and independent thinkers. Modern corollaries come to mind, from McCarthyism to more recent brands of xenophobic, misogynistic, holier-than-thou politics. "The witch hunt," Schiff writes, "stands as a cobwebbed, crowd-sourced cautionary tale." -JUDITH STONE

#### UNBRIDLED



The Mare
BY MARY GAITSKILL
Pantheon

**THIS** is not the book you might first imagine it is. Velveteen Vargas, a Fresh Air Fund kid from Brooklyn, goes upstate to stay with a childless couple and visits the stable next door. Yes, Velvet is dazzled by a horse, and yes, this is a book about people and

animals taming each other. But Gaitskill's astonishingly lyrical weirdness prevails. She writes raw emotion like nobody else—animal desires, violent betrayal, the wildness of love between mother and daughter, husband and wife, horse and human. The book is unnerving, to say the least, and also completely breathtaking. —CATHERINE NEWMAN

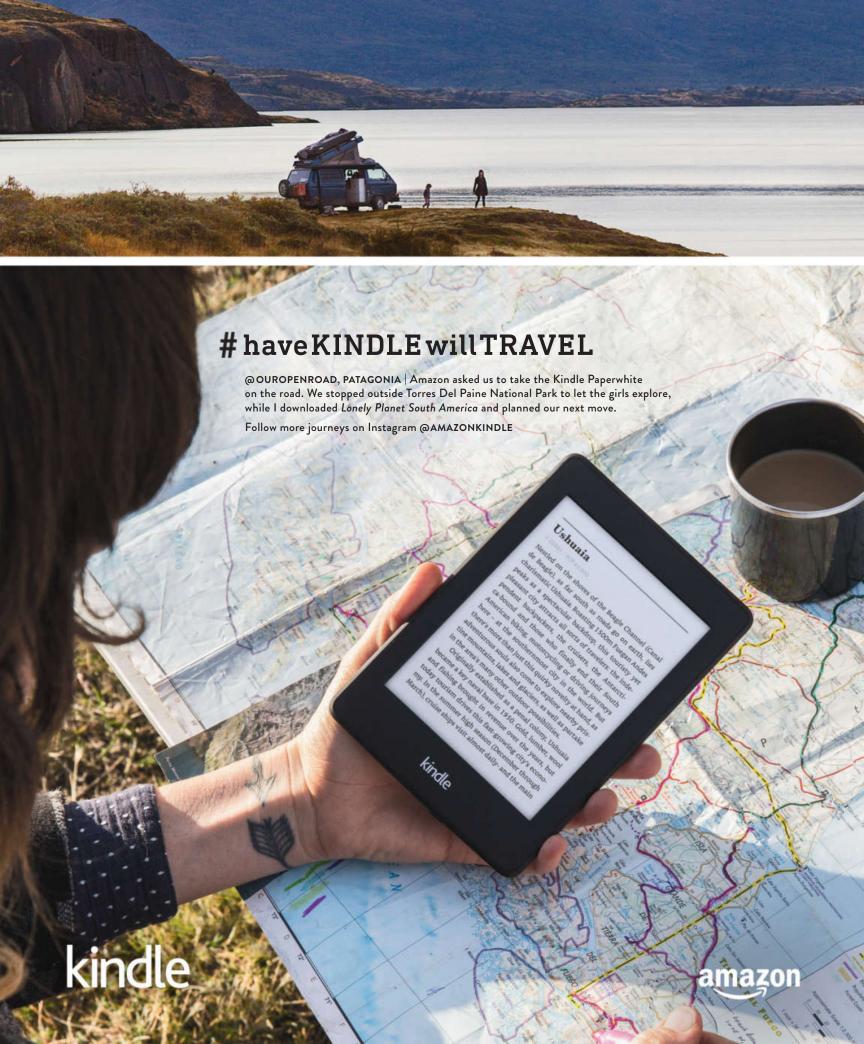
#### **MALE CALL**

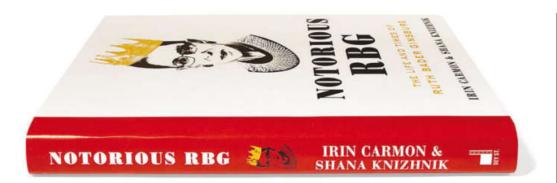


**Dear Mr. You**BY MARY-LOUISE PARKER
Scribner

YES, that Mary-Louise Parker (Weeds, Proof). Her debut memoir is couched as a series of letters—funny, heartbreaking, steamy, wise—to men who have touched her life: friends, family, lovers and total strangers. An apology to a New York cabbie

for a high-volume hissy fit ("I asked you to take me home. Turn around. Take FIFTH. Right HERE. TURN RIGHT. HERE. TAKE IT. TAKE IT TAKE IT TAKE IT TAKE IT TAKE IT TAKE IT TAKE IT") is really about suddenly finding herself alone and pregnant. Parker doesn't name names or connect dots. What she does is provide a series of strobe-lit glimpses into an extraordinary life. —AMANDA LOVELL





# HOW TO BE A ROLE MODEL



Justice Ruth Bader Ginsburg's brainpower, wit and style just get better with age—and young women are taking note

ow does an 82-year-old woman become a badass icon? *Notorious RBG: The Life and Times of Ruth Bader Ginsburg* (Dey Street), by Irin Carmon and Shana Knizhnik, chronicles a remarkable career, culminating in the justice's recent stinging dissents. When the Supreme Court scuttled parts of the Voting Rights Act in 2013, Ginsburg raged that the majority's logic—the law had produced the desired effect and was no longer needed—was "like throwing away your umbrella in a rainstorm because you are not getting wet." The Internet lit up, and Knizhnik, a law student, launched the Notorious RBG blog. Fans have made T-shirts and even designed nail art with RBG's likeness. We asked Knizhnik and Carmon, an MSNBC reporter, about the phenomenon.

— Q: YOUR BOOK ISN'T
THE USUAL BIO: WORTHY
BUT DRY. IT'S FUN AND
SNAPPY. YET THE DISCRIMINATION RBG FACED BECAUSE OF HER GENDER
COMES THROUGH LOUD
AND CLEAR. DO YOU THINK
YOUNG WOMEN HAVE FORGOTTEN THAT HISTORY?

IC: That's long been a tension within feminism. But so many young women are experiencing sexism that was supposed to have been eradicated, it's leading us back to women like Ruth Bader Ginsburg. I've been at events where young women ask, "Should I tell a

potential employer that I have a child?" Those battles are not finished. Whether it's recognizing the value of caregivers, making marriage a partnership with equality at its core or LGBT equality, it's incredible how prescient Ginsburg's early feminist work was and how much we still have to do.

### — Q: BUT, SHANA, DOES IT SAY SOMETHING ABOUT THE TIMES THAT AS A 24-YEAR-OLD LAW STUDENT, YOU WEREN'T AFRAID TO START A PLAYFUL BLOG?

**SK:** Perhaps. Certainly, learning about Justice Ginsburg

made me grateful to be alive and in law school at the time that I am.

# \_\_Q: IRIN, YOU'RE ALSO WELL UNDER 40. WHAT DREW YOU TO GINSBURG?

IC: I'm a young, Jewish, feminist journalist interested in law and reproductive rights. I kept thinking about how gracious and thoughtful and yet fierce and uncompromising she is, the balance that she has of steely strength and being very strategic, picking her battles.

#### \_\_Q: RBG IS AN OCTOGE-NARIAN. IS THERE A POINT AT WHICH YOU'RE SO OLD, THE CULTURE CONSIDERS YOU COOL AGAIN?

IC: Yes. But Ginsburg still experiences a fair amount of ageism, inflected with sexism. At one point, people were pushing her to retire, and she was very much resisting that. As one young woman told us, "I can't wait till I'm 80 and I'm as brave as she is."

—DAWN RAFFEL

## RESTLESS SOULS

FIVE BOOKS THAT WILL SHAKE AND STIR YOU

Does anyone still seriously

think women should stay close to home? Even when most did. Gloria Steinem didn't-and her memoir, MY LIFE ON THE ROAD (RANDOM HOUSE), tells how this cheerfully pragmatic "entrepreneur of social change" made a career of ranging widely, speaking bluntly and listening with all her heart. /// Sylvia Plath's famously feral husband-obsessive, sometimes violent, a "poet of claws and cages"-prowls through Jonathan Bate's TED HUGHES: THE UNAUTHORISED LIFE

(HARPER). It's a big biography that anatomizes, among other things, a lethal marriage and its chilling aftermath. /// Imagine if a fully realized character in a novel were excised from the final manuscript—only to show up, disoriented, in the real (or is it surreal?) world.

**WOMAN WITH A BLUE PENCIL** 

(SEVENTH STREET BOOKS), Gor-

don McAlpine's nifty noirish fiction set in World War II-era Los Angeles, blends mystery with existential angst. /// In A HOUSE OF MY OWN (KNOPF), memoirist Sandra Cisneros continually asks herself, "Where are you from?" and "Who are you?"—urgent questions from a writer who has made a career of crossing borders, geographic and otherwise. /// Jennifer Lawrence's pratfall at the 2013 Oscars wasn't a disaster, says dance critic Sarah L. Kaufman, because the actress recovered so engagingly. THE ART OF GRACE: ON MOVING WELL THROUGH LIFE (NORTON) is a meditation on the serene agility-of both

body and mind-that can

lift us up when we're down.

-CATHLEEN MEDWICK

OTO. DETER ABOV.



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WORK



## Get paid what you're worth

Would you feel comfortable telling your friends and coworkers what you earn? You may need to—if you want to start making the money you deserve by elizabeth weingarten

arita Ventura started getting suspicious at her company's 2006 holiday party. She and her colleagues at Bill Me Later, the tech start-up where she worked as chief technology officer, were happily gorging on Italian food at a Baltimore restaurant. The company was having a good year, and everyone was talking about a possible IPO. Ventura, then 48, was standing at the bar when one of her coworkers pulled her aside. "He said, 'I just want you to know that you have done so much for this company,'" Ventura says. "'Don't let the old boys get you down. And no matter what happens, this company is here because of you.'"

Don't let the old boys get you down. Should Ventura be paying more attention to the allmale leadership team she had joined five years earlier? She knew the top guys were close, socializing outside work and organizing golfing trips. She suspected that at least one of them was threatened by her power. But what did her colleague know that she didn't? "I walked away and thought, My gosh, what's going on?" Ventura says.

It wouldn't be long before she found out. Later that winter, she began to see evidence of what she believed was a plan to push her out, and she filed a discrimination lawsuit while she was still working at the company. As she and her lawyer dug through discovery documents turned over by Bill Me Later, Ventura, who had professional experience either equal to or greater than that of her male coworkers, learned she was getting paid a fraction of their rate. Her bonuses were smaller, and most significantly, she had been granted far fewer stock options—to the tune of millions of dollars.

The arbitrator ultimately awarded Ventura more than \$4 million, which represented the estimated cash value of stock options she should have received, the difference between

WORK

her bonuses and those of her male colleagues, damages and legal fees. But the question remains: How could she have been in the dark for so long? A key part of the reason is that she never discussed her salary with her coworkers, and they didn't talk about theirs with her. "In my past employee handbooks, there was always a line that said, 'You're not to discuss your salary with your peers or anyone you work with,' " says Ventura. "Plus, not talking about salary was one of the norms I grew up with. You didn't ask about it because it was none of your business. You had to believe that you were being treated fairly."

Yet across nearly every industry, women are not being treated fairly. Women on average earn 79¢ for every dollar earned by a man. That number drops to 63¢ for African-American women and 54¢ for Latinas. Plus, the older you get, the wider the wage gap: Women earn about 90 percent as much as their male counterparts until age 35, at which point their median earnings plummet to 75 to 80 percent of men's, according to the American Association of University Women. And these figures don't include bonuses and stock options, a major source of discrepancy among the highest earners.

At this rate, women won't reach pay parity with men until 2058, according to Deborah Gillis, president and CEO of Catalyst, a women's research organization. "In the 1980s we started to see the gap narrow a little bit, but it has been stagnant ever since," Gillis says, explaining that the gap shrank back then because large numbers of educated women flowed into the workforce. The discrepancy persists today, she says, because of a toxic combination of "pay-gap deniers," an enduring sexist system of promoting and compensating workers (men tend to be rewarded based on their potential and women on proven performance) and the antiquated view that men need to earn more to support their family despite the rise of female breadwinners, who will soon become a majority in the U.S.

ere's a radical thought: What would happen if everyone knew what everyone else was earning? We're starting to find out. After leaked emails from the hack of Sony Pictures uncovered a significant pay gap between the female and male

stars of *American Hustle*, actress Charlize Theron openly negotiated for pay equal to that of her male costar in her next movie, *The Huntsman*—which reportedly amounted to a \$10 million raise. In July, British prime minister David Cameron said he planned to end the gender pay gap in the U.K. by mandating that companies with more than 250 workers disclose the gap between average female and male wages. And at Google, a former employee, Erica Baker, started an informal spreadsheet on which employees could

Initiative at Harvard Business School. "But the research tells a more complicated story." For instance, some 2005 research shows that women do as well as men in pay negotiations—when they know the pay range or the average salary before the conversation starts. In another study, researchers found that in industries where the expected salary range is well known (as in consulting or investment banking), women and men business-school graduates were able to negotiate the same pay. In other

**In workplaces** where wages have long been transparent—public-sector jobs and unionized industries in particular—the gender pay gap is significantly lower.

share their salaries; it caught on, and she later tweeted that she'd heard the information was being used by current Google employees to negotiate for more pay.

Anecdotally, it seems that pay transparency is an effective, if blunt, tool for addressing the wage gap, a notion that is backed up by research. In workplaces where wages have long been transparent—public-sector jobs and unionized industries in particular—the gender pay gap is significantly lower: about 89¢ and 91¢ on the dollar, respectively. Which may be one reason President Obama has moved to promote openness. "Pay secrecy fosters discrimination, and we should not tolerate it," he said in April 2014.

Transparency also helps bridge the gap by reducing the importance of negotiation on salary. It is true that women negotiate

their salaries less frequently than men; one 2003 study found that 7 percent of women negotiated starting-salary offers, while 57 percent of men did so. What is not true is that women don't negotiate because they are bad at it. "There's a stereotype that women by nature don't negotiate as hard or as well as men do," says Robin Ely, faculty chair of the Gender

words, transparency helps make women more effective negotiators. Why? Maybe because it gives them access to the kind of backroom information that men have long exchanged informally. Don't bother learning to golf—just start talking about money.

n spring 2013, Lauren Voswinkel, 29, was working with software her company used to track inventory and manage personnel when she discovered she was earning less than all but one of her male and female peers at GigaPan, a digital-panoramic-photography company. To her horror, she says, some were earning almost \$20,000 more than her \$80,000. A few months later, she started a job search. "Because I had the salary information, I knew I needed to ask for significantly more than

I otherwise would have," she says. Voswinkel negotiated a \$120,000 salary at Living Social—and she didn't stop there. On May 1, 2015, International Workers' Day, Voswinkel urged women and men around the world to tweet their salaries and levels of experience using the hashtag #talkpay. Overall, Voswinkel estimates, 5,000 people shared their info. >>

Join More and Harvard Business School in New York on October 28 to learn how to get paid what you're worth. Visit more .com/salaryevent.

WORK

Others later told Voswinkel they hadn't participated because they were worried their employer would retaliate. That fear is not unfounded; many American companies keep policies on the books that forbid employees to discuss their salaries. But such nondisclosure policies cannot be legally enforced: Most were outlawed under the 1935 National Labor Relations Act (with the caveat that the NLRA doesn't extend to certain groups of employees, like supervisors, independent contractors and some executives).

Wage transparency does have its detractors, chief among them employers who argue it is detrimental to the bottom line. Transparency, they say, puts businesses at a disadvantage in talent retention because competitors can poach more easily if they know how much a candidate earns. They claim it can also lead to dissatisfaction and resentment among workers, slashing productivity and sapping motivation. Indeed, a 2011 study showed that when employees whose salaries were published discovered where they fell in the pay hierarchy, the high earn-

to anyone—felt fair to me but probably wouldn't have to my bonus-less coworkers. And that may be the real reason employers like to keep their pay decisions private.

alking about earnings hasn't always been an American taboo. Around the time of the Civil War, the income tax payments of Americans with annual incomes over \$800 were a matter of public record; today, for example, we can still see how much Abraham Lincoln paid in taxes—and thus extrapolate how much he earned. David Burkus, author of *Under New Management*, says factory pay was straightforward, usually linked to the number of hours you toiled or items you produced. It was the shift to knowledge work that complicated the formula, opening up a subjective judgment process for managers. After all, how much is a creative idea worth?

"The tool to keep people from being frustrated was to stop talking about salary," Burkus says. Once pay-secrecy policies were in place, employers figured out that they could exploit employee ignorance and pay in-

Atkinson. "I would negotiate aggressively with women and minorities and get great deals out of them and be proud." But eventually he decided that such predatory behavior was detrimental to the company's long-term success, primarily because one of the biggest reasons for employee churn is dissatisfaction with pay. Today SumAll has virtually eliminated its gender pay gap, and women there now make 2¢ less per dollar than men, in his estimation. He blames that lag on the fact that, as he sees it, during negotiations, "women are still far more honest in their self-estimations, where men sell their past more."

less radical solution may be to publish pay levels. In 2013, the think tank where I work, New America, welcomed a new president: Anne-Marie Slaughter, former director of policy planning at the State Department. When she started, she took a look at everyone's salary and found a clear disparity in wages among similar positions across the organization. She set about fixing the problems she found, adjusting wages to

bring employees in line with one another. Next, she directed our human resources team to create and share salary bands, or levels of pay, with each staffer. Every employee received an email with the salary-band information, and then we discussed it at an all-staff meeting. The email listed eight bands, each associated with a list of titles (but not names). "We're a place that promotes a set of values in the public interest, and we have to live them

ourselves," Slaughter says. "We have to be as fair and transparent as we can."

Our experiment in salary transparency already appears to be changing the culture. A few weeks after our human resources team emailed the salary-band information, a female coworker who is about three years younger than I am sent me a Gchat message. "Hey, can I ask you a question that might be a little insensitive?" she asked.

"Sure," I responded.

"What is your salary?"

She was curious because our reviews were approaching, the time when bonuses are doled out and employees can negotiate for more money. Though there were differences in our situations—she had CONTINUED ON PAGE 119

## Once pay-secrecy policies were

in place, employers figured out that they could exploit employee ignorance and pay inconsistent salaries.

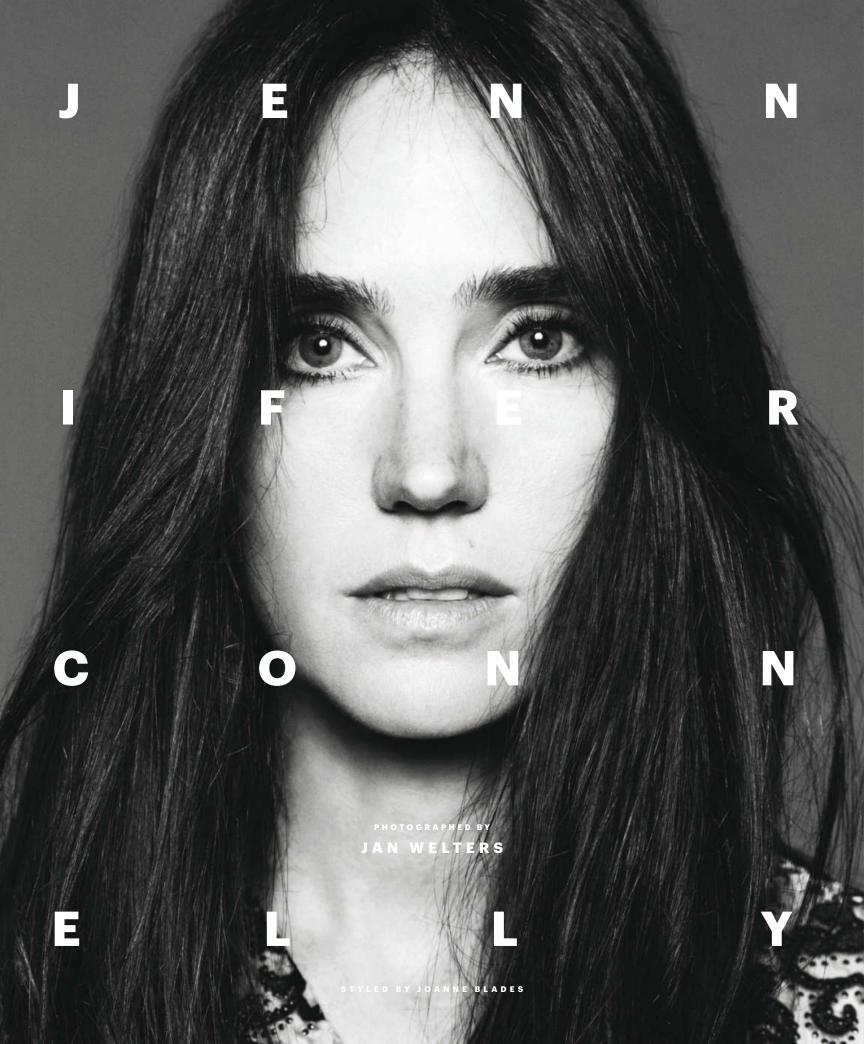
ers weren't any happier, and the low earners were discouraged and more likely to start searching for new jobs. In addition, explains Nina Woodard, a human resources expert, not everyone is privy to the factors that determine a peer's compensation: There could have been a competing offer on the table, or the employee might have had a higher salary at a previous job. "Employees don't need to know how much Johnny who sits next to them makes," says Woodard. "You just want them to know that what you're doing is fair."

Of course, that means "fair" is up to the company to decide, and that can be highly subjective. For example, the surprise holiday bonus I once received—and was instructed by my manager not to mention

consistent salaries. (While the trend toward secrecy is not new, neither is the impulse to rebel and share. In the 1910s, when an executive at *Vanity Fair* sent staffers a memo forbidding salary discussion, some of its most famous contributors—Dorothy Parker, Robert Benchley and Robert Sherwood—responded by hanging signs around their necks emblazoned with their wages.)

SumAll, a company that helps clients track social media and business metrics, is one of a handful of workplaces that have decided to be fully transparent, publishing exact salaries and stock option data in a Google doc that any employee can access. "I've come to terms with the fact that I used to be an evil person," says SumAll CEO Dane







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OHANNA SCHNELLER



O N

**SEPTEMBER 11, 2001,** the actor Paul Bettany was buying groceries in a Tuscan hill town when he noticed a crowd around a television in a café. The group was too quiet to be soccer fans. He joined it in time to see United Airlines Flight 175 hit the World Trade Center. For the next two days, he found himself dialing and redialing a friend who lived with her son in downtown Manhattan, the actress Jennifer Connelly. She and Bettany weren't romantically involved, but after working together in the true-life drama *A Beautiful Mind*, they'd kept in touch. At about hour 48, he asked himself why he was so desperate to reach her. "It hit me, like, Ohhh, no," Bettany recalls in his fine-sandpaper voice. "I was bitten." In a flash he knew that if Connelly was alive, he was going to marry her. On January 1, 2003, he did.

That's the quiet power of Jennifer Connelly. She really gets under your skin. "There's an air of mystery about Jennifer," says Ron Howard, who directed Connelly, 44, in both *A Beautiful Mind*, for which she won a Best Supporting Actress Oscar, and the comedy *The Dilemma*. "She doesn't talk a lot about herself. She's open but guards her opinions. You have to invite her into a conversation. When she feels people want to hear what she has to say, then she has a lot to offer. But she doesn't force her way into any spotlight. She's not saying, 'Hey, look at me.'"

Heaven knows she could. A startlingly pretty teenager in her early roles (*Once Upon a Time in America, Labyrinth*), Connelly is now an award-winning actress whose beauty has only deepened with time. Today she sits on a velvet sofa in the lounge of the Tribeca hotel where she is camping out with Bettany and their three children—Kai, 18, whose father is the photographer David Dugan; Stellan, 12; and Agnes, four—while their nearby apartment is being renovated. Connelly can project fierceness (check out her kohl-rimmed stare in her new Louis Vuitton campaign). There's that Thoroughbred bone structure, those slashes of eyebrows that guard her green eyes. Her hair is a black satin sheet. "Jennifer is wildly beautiful, but she has no investment in it," Bettany says. "Our two sons spend more time in the bathroom in the morning than she does. That pressure to be attractive hasn't ever landed on her."

Talking to Connelly is like watching a flower open: It's a slow unfolding. She seems not to want to be known quickly. "I leap before I look, while Jennifer looks for an age," Bettany says. "That fastidiousness runs throughout her life—the way she parents, the way she cooks, the way she prepares for a role. It's really made me feel secure about the speed with which she said yes to our relationship."

"It's one of the only things I ever did quickly, when Paul and I got together," Connelly agrees. She lets slip a private chuckle—somehow it's charmingly dirty—and then her face straightens again.

That quality of mystery makes Connelly ideal for roles that require layers to be peeled back: Watch her slide into degradation in her breakthrough film, *Requiem for a Dream*; witness her increasing desperation in the *House of Sand and Fog*; struggle to understand, in this year's *Aloft*, why she and her son are estranged. And in this month's drama *Shelter*, written and directed by Bettany, see her play a homeless addict who might be saved by love.

Connelly threw herself into research for the role. "I take everything I do seriously," she says. "I want to get things right, not make mistakes." Always socially active—she's taken her children on marches for climate-change awareness and for International Women's Day—she began delivering meals with the Coalition for the Homeless. She became a card-carrying member of a needle-exchange program on Manhattan's Lower East Side. She went to parks and spoke to homeless people (few recognized her), talked to doctors, watched documentaries.

For Shelter, she lost so much weight that Bettany expressed concern. In a particularly graphic heroin-shooting scene, she thought the prop needle looked too fake; she grabbed a real one and plunged it into her arm. Her intimacy with Bettany helped her take risks during the filmmaking, Connelly says: "Working with him feels organic. It was wonderful having that degree of trust." But she's never shied away from playing characters on the fringes of life, "people we want to brush off, who do things we want to dismiss," she says. She finds their flaws comforting.

"I'm interested in lives that are different from mine, [people who] make different choices than I think I would make," says Connelly, who next up plays a troubled

OPPOSITE: LOUIS VUITTON dress and brass necklace; LOUISVUITTON.COM. PAGE 71:
LOUIS VUITTON blouse, printed mohair coat and lizard pumps; LOUISVUITTON.COM.





LOUIS VUITTON lace and velvet top and skirt; LOUISVUITTON.COM.
For prices and links to products, go to more.com/wheretobuy.

former beauty queen in *American Pastoral*, based on the Philip Roth classic. "Not because [those characters] reflect who I am. The opposite. I'm intrigued by a point of view that I don't under-

stand yet. I want to learn about it, think about it. And find a way to have empathy and love for the person, even though on paper I might have no tolerance for the choices she's made."

Connelly's early career was surprisingly accidental for someone who proceeds so thoughtfully. Growing up in Brooklyn Heights and Woodstock, New York, she was shy and outdoorsy; she liked animals, gymnastics, climbing trees. She wrote poems. "Earnest poems," she deadpans. At the same time, she was a fan of the daredevil Evel Knievel and rode around on a toy motorcycle. Later, she would become an avid traveler, hiking in Argentina, trekking in Tibet; she's taken her children on road trips to national parks and to a volcano in Iceland.

At age 10, she began modeling, mainly for catalogs; most days after school, her mother

would shuttle her by subway from Brooklyn to Manhattan, where she'd dress up as a crayon or a Christmas tree. During one shoot, when she had to jump on a trampoline in a party dress, she remembers thinking, This is so humiliating! Acting gigs followed, but she had no real career plan. "My inspiration then was more to make other people happy," Connelly says. "It wasn't a very creative process. I was doing what I thought I was supposed to do."

Around age 26, though, she realized she liked the job and the life that went with it, so she doubled down, seeking roles that were "representative of my interests and who I am." She can be hard on herself: "I'll watch myself and think, Whoa, I hate what I did there. I made this mistake," she says. Except for the odd break, she hasn't stopped working.

Meanwhile, Connelly was creating the love of her life: her family. Her relationship with Dugan ended soon after Kai was born, but she never found single motherhood a hardship. "I was lucky," she says. "I was in a position where I could spend time with him and provide for him." She has photos of herself doing a scene in Requiem for a Dream that was shot from the shoulders up; what the movie doesn't show, but the photos do, is that she had Kai in her arms. On and off, her father-Gerard, a clothing manufacturer, who died in 2008-was Kai's primary babysitter.

Connelly lights up when she talks about her dad. "He was loving. He had an artist's soul," she says. "He was very much a part of our family. He lived with Paul and us in our houses in Brooklyn and Vermont. I'm sad Agnes never got to meet him."

But ask her to describe her mother, Ilene, who died in 2013, and Connelly freezes. She starts and stops a number of sentences. They were close when she was a child. After her parents split, when Connelly was in her early twenties, Ilene moved to California and became a craniosacral massage therapist at

the Esalen Institute in Big Sur (yes, the model for the place that inspired Don Draper to write his Coke commercial). Her mother eventually moved back to New York but died a year later.

Suddenly, Connelly's eyes well. "It's not that I'm not comfortable talking about my mom," she says. "It's more difficult, because her passing was more recent. Certainly my relationship with her was more complicated than with my dad. I don't know how we're similar. We've had very different kinds of families." It's clear she doesn't want to say more.

Connelly does volunteer that her priority as a mother is to keep the lines of communication open. She wants her children to identify what does and doesn't make them happy and change things if they need to. "It's inevitable I'm going to screw up, no matter how much I try," she says. "I want them to know they can tell me, 'This thing you do makes me feel this way.' I'd love to have the opportunity to address things." She took this past year off from work; it was Kai's last year of high school (he's now at Yale) and Agnes's first year of preschool, and she didn't want to miss any of it.

"If Jennifer had her way, we'd all be in a tent together all the time," Bettany says. His idea of a perfect day, he says, "involves Guinness by a fire," while hers is climbing a mountain with the family. Skiing is where they meet in the middle, but even then, "I like to ski down to a really well-appointed restaurant with lovely light and great claret, while Jennifer likes to ski downhill, then put skins on her skis and walk back up the mountain."

The family Connelly has now is the one she always longed for, she says: "A house with kids coming in and out, pets running around, music being played." She's at her bubbliest when recounting something funny that Agnes or Stellan said, or listing Kai's talents ("He can do physics,

he takes pictures, he plays guitar"), or describing how their cat, Eva, will stand on her hind legs, with one paw on the shoulder of Pip, their Australian shepherd (named for the Dickens character), "with the other paw going like this," she says, miming rapid slapping.

She says she would never have achieved all that without Bettany. The things she fell in love with "are still the things I love," she continues. "He's a convivial, open, generous person. Very funny. Very respectful of women, sensitive to injustice." They're developing several other projects to make together, including a satire about moneyed people set in the Hamptons.

If this is the middle section of their relationship, Connelly says, she's loving the middle: "It's a different pitch than the beginning, which is much more fevered. There's something

### MORE WORDS WITH JENNIFER CONNELLY

### IF YOU COULD START OVER, WHAT WOULD YOU DO MORE OF?

Swimming. It's not necessarily something I'd want to start over, but it's what I want to do more of now. I like to be in the sea.

### WHAT IS MORE IMPORTANT TO YOU TODAY THAN IT WAS 20 YEARS AGO?

My knees.

### THE WORLD COULD USE A LITTLE MORE...

Empathy. More understanding of the ways we're all connected to one another.

### WHAT'S MORE TERRIFYING THAN FAILURE?

Something happening to my kids.

### MY NUMBER-ONE RULE WHEN STRIVING TO ACHIEVE MORE IS . . .

It's in my nature to strive. But balance in anything is important. I'm striving to strive with balance.

equally powerful now, but in a different way. An understanding that you are where you want to be. A real acceptance. Little things that perhaps in earlier days could be incendiary become like [shrugs], Why go there when I know in 20 minutes we'll be past it and cooking dinner together and laughing? Daily life becomes more gentle."

One thing Connelly is less philosophical about is flying, which terrifies her. "I look up the aircraft before booking a flight, checking its airline safety record. I don't think [my fear] should run rampant like that." It's part of her perfectionist nature, but it's one she's fighting. "As we get older, we can become caricatures of our shortcomings," she says. "I don't want to be one of those people. I'd like to get cooler as I get older. I don't want to become a gargoyle of myself."

Something she's not combating, at least not yet, is aging naturally. "We equate beauty for women with youth, and that's sad," she says. "It's a shame it's so hard for so many of us to appreciate the beauty of an older woman and to accept it in ourselves. I don't want to erase my history on my face." When she gets anxious about growing older, she reminds herself that "there's a window of time, a hump to get over, because it's inevitable. I love that Radiohead song 'Fake Plastic Trees': 'He used to do surgery for girls in the '80s, but gravity always wins.' It's certainly a dialogue I have with myself. And I don't judge; every woman has to make her own choice. But for me it's more beautiful to see the person."

The afternoon is waning; Bettany, tall and slender, pops in to remind Connelly about dinner. But having talked about her parents, Connelly isn't quite finished. Her father's passing was "my first experience of someone dying who I'd spent that much time with in daily life," Connelly says. "It was not a long, protracted thing; it was sudden. And it was very difficult for me, playing over, What could I have done? Could I have changed anything?" Her eyes fill again.

I want to reassure her—I'm certain, given her nature, she did all she could. "Can you tell me more about his death?" I ask.

She smiles sadly. "Maybe someday," she replies. "But not right now."

Connelly can take her time. She's worth the wait. •

**JOHANNA SCHNELLER** is a freelance writer whose work has appeared in *GQ*, *Vanity Fair* and *More*.

## HOW TO MAKE TIME FOR...



YOU'VE BECOME **A MASTER** MULTITASKER, **PROUDLY ACCOMPLISHING MORE IN** A DAY THAN SOME DO IN A MONTH. BUT DOING NOTHING-OR DOING **SOMETHING YOU ENJOY-CAN MAKE YOU MORE** PRODUCTIVE, **OPEN AND CREATIVE. SO HOW DO YOU MAKE THE TIME** FOR DOWNTIME? **WELCOME TO YOUR LESS CRUNCHED, MORE FULFILLING LIFE** 





## IN 2010 I WAS HOSPITALIZED

for puking. I know, it's gross. But believe me, this was no run-of-the-mill yuck-out: It wasn't anything I ate, morning sickness or even a really bad stomach bug. In fact, I had been to the ER several times before, after similar bouts of berserk heaving that wouldn't quit until I was stuck in the arm with an IV—which funneled in the same drugs given to chemo patients who can't keep their food down. The third time, I was admitted to the hospital after doctors discovered that my white blood cell count was way above normal. And after every kind of test imaginable, there was still no explanation. Everyone was stumped.

Finally, the gastroenterologist asked me about my life and how I was managing. Well, I said, I had three children, ages nine, seven and six months. I was on a tight book deadline, and my husband was training for a new career because his lifelong field had basically imploded. I was going nuts trying to refinance my recently ballooned mortgage. My babysitter (who was also my best friend) was about to move to Texas, and new potential sitters were

turning me down because we lived so far from the subway. My mother was having surgery at the end of the month, and I had to travel to see her during her recovery. Actually, a crown had fallen out during the latest puking marathon. Oh, and I needed to prepare for three speeches the following week.

The doctor looked at me sympathetically. "You have an enormous number of responsibilities, and it's possible that your system is responding to that stress," he said. "What are you doing in your downtime?" I stared. "Your downtime," he repeated. And this was my honest, innocent reply: "You mean, like, when I brush my teeth?"

### BUSY AND FEELING GUILTY

**WEIRD**, hilarious, unfathomable, sad: We all, it seems, have favorite stories about our heroic battle with busyness and the oftenfutile quest to relax. A TV reporter I know told me she has peed in her pants from time to time when she's too busy to get to a rest

### Magically find more time



TURN TO SOMETHING that you really want to do, and you'll suddenly find more time. Productivity expert Laura Vanderkam, author of I Know How She Does It, says we all have more downtime than we think we do. We're just not enjoying it, so it doesn't feel like downtime. Instead, she says, pick something that you love—"Maybe you want to play with a band, do exercise, pursue a hobby," she suggestsand downtime may somehow materialize. "For three months now, I've been keeping a log of how I spend my time, and I've noticed that I end up having time to read books that I get into," says Vanderkam. "During the weeks that I have a good book, I will spend five to 10 hours reading. In the weeks I don't have a good book, that time disappears. It's not that I miraculously have 10 extra hours; it's that I somehow found time to read."

room. A few years ago, I met the head of an Internet start-up whose lunch was some kind of energy-bar paste in a tube. To eat it, she squeezed the "product" into her mouth. She didn't, she said, have time to chew.

Ask busy people what they do during their downtime, and the answer is invariably that they have no time for downtime.

God, are we busy. We Google "time management" more than 100,000 times a month. Technological advances have gobbled up jobs, but those of us who still have them seem to be working longer hours: Full-time hourly workers are clocking in 47 hours a week, on average, according to a 2014 Gallup poll. That's nearly an entire workday more than the storied 9-to-5 so mythically dramatized on *Mad Men*. Salaried employees toil even more: Fully 25 percent work at least 60 hours a week.

Supersize that if you have children. Not only are we working longer nowadays, but our parenting standards-particularly for mothers—are acknowledged to be pretty much untenable. Since the late 2000s, working mothers have been spending about four more hours a week tending to their children than stay-at-home mothers did in the 1950s and '60s—the era that encompassed both *Leave* It to Beaver and The Feminine Mystique. New gizmos for the home were supposed to free up our time, but that didn't happen, says Jonathan Wolff, professor of philosophy at University College London. "Go back 60 years before washing machines and refrigerators were created," he says. "A lot of the laborintensive chores that took up time have been eliminated. But we never won any free time because we just fill it with other tasks."

And we still feel guilty. Guilty that we missed the fifth-grade choral performance— at 11 AM on a workday—because there was a nonnegotiable client meeting. Guilty that the "fresh" laundry is still plopped, unfolded, in the basket three days later. Guilty that we dropped the ball on a big presentation because we were up until 3:30 AM with our sick six-year-old. Time to ourselves? Are you nuts? As Brigid Schulte, author of Overwhelmed: Work, Love and Play When No One Has the Time, says, "We're expected to work like men, be 'on' all the time and take care of the children. And we're expected to do it alone."



### HOW DOWNTIME BECAME WORK

MAYBE it's busyness, not orange, that is the new black. It's not just fashionable to be busy; it's a status symbol. Even holiday cards have shifted bragging rights from portraits of the happy family to reports of how maxed out everyone is, says University of North Dakota researcher Ann Burnett. An addendum has crept into the social contract that says, "If you're not doing a zillion things at once, you are not ambitious, successful, a good parent—basically, you're not important."

This sensibility may be born of the increasingly blurred lines between work and leisure. A 2014 study conducted by the human resources consulting firm Randstad found that 42 percent of employees feel obliged to check their email during vacation. More than a quarter feel queasy about taking all their vacation days, and in fact, many don't use even *half* the time allotted to them, according to a Glassdoor.com survey. >>

### Do something (pleasurably) boring



"WE KNOW that the brain needs time to reflect and daydream in a free-form way. Flopping in front of the television doesn't accomplish that," says affective neuroscientist Mary Helen Immordino-Yang. "What the research says is that chewing on our experiences, consolidating what matters, making future plans, imagining how things could play out are all really important for healthy psychological functioning."

Immordino-Yang counts gardening, taking a walk and even folding laundry with her children as downtime. If that seems like cheating, keep in mind the Buddhist adage that perception is reality. That is, if you approach these chores as must-do tasks, your brain will probably translate them as stressful. But allow your mind to wander (and wonder) as you're doing even ordinary activities, and you will experience them as relaxing.



### MAYA MACGUINEAS, 47,

president of the Committee for a Responsible Federal Budget and head of the Campaign to Fix the Debt

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**GUILT TRAP** "Time for myself means less time with my children."

**HER LIFE** "My kids, who are nine and 11, are at this really great stage where they're delightful to be with, and I want to spend as much focused time with them as possible."

HER CHALLENGE "Taking time for myself ends up feeling like I'm cheating myself out of spending time with my family. Really, the only two places to squeeze are either to get up earlier—and I already wake up at 5:30 AM—or to leave work earlier, which is also extremely difficult."

HER DOWNTIME STRATEGY "I've broadened my definition of 'time to myself.' To me, it now means having time when I'm not pulled in 20 directions. I've started doing Pilates, which is pretty much the most humiliating exercise I have ever done. It turns out that I don't have lower ab muscles. But I just signed up for 30 more classes, and I'm really enjoying it."

HER REVELATION "I work on federal budgets, and one of the things we see is that we're cutting our investments. That hurts your long-term trajectory. I see the same thing in myself—that I'm too willing to forgo all the things that make me healthy, interesting, well adjusted. Cutting out the investment part for the immediate emergency of work is going to hurt me."



### REBECCA JARVIS, 34,

ABC News chief business and economics correspondent

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**GUILT TRAP** "I feel obligated to be productive all the time."

HER LIFE "I do not have children. I do have a husband, and he appreciates my choosing to take time for myself. I don't have a human being saying to me, 'I need you right now.' I don't know what it would be like with children."

HER CHALLENGE "It is hard to wrap my mind around the idea of making time for myself: What is relaxing during the context of a workday? Even at night, I have my iPhone on my bedside table and I'm constantly checking in. Whenever there's unscheduled time, I feel the pressure to check my phone."

HER DOWNTIME STRATEGY "I pick up a long book. I set out to read *The Goldfinch* and finished it! I am also nourished by reflection: meditation, prayer, introspection, whatever you want to call it. Downtime is about pursuing whatever is nourishing to you and to your soul."

HER REVELATION "Having time to yourself makes for a more fulfilling existence. I would use the word *deliberate*: If you make time for yourself, you have a more deliberate approach to your time in general. When I have downtime, I find myself being more deliberate about even small things. I think more clearly. There is much less frenzy during the day."

The Internet jaunts we take when we have a little time to ourselves ostensibly fall under the rubric of "leisure." But some of them feel like work. We spend close to two hours a day trolling our social media accounts, and most of the time, we're on Facebook. No wonder: The site requires *a lot* of upkeep. With an average of 130 "friends," the typical user posts 90 pieces of content per month; 35 million people update their Facebook status every day.

### THE IMPORTANCE

### **OF DOING NOTHING**

**IT COULD** very well be that we're so attached, as a culture, to the primacy of busyness and productivity that we somehow, perhaps even unconsciously, diminish the value of giving our brains a break. However, when we're vegging out, the brain is far from slacking off. Scientific research shows us that the brain at rest is actually restocking its reserves of attention and motivation, productivity and creativity—the very qualities that allow us to work. Indeed, downtime has been proved critical to enabling our best performance and even to making sense of time itself. A meandering brain unties us from time as we understand it so we can learn from the past and plan for the future.

In her research, Mary Helen Immordino-Yang, an affective neuroscientist at the University of Southern California, found that downtime is critical to facilitating the cognitive functions responsible for creating and developing our personalities, helping us understand behavior, including our own. "We're making sense of our memories and experiences, constructing a narrative about our life," she says. For example, one neural function of alone time is to go over conversations we had throughout the day, rescripting our faux pas to avoid sticking our foot in our mouth in the future. Without downtime, the brain cannot learn from experience. Time to yourself can improve your professional life, too. New research by Almuth

### Build up your downtime muscle



SAYING NO to busyness and the endless demands on your time is like quitting smoking, compulsive spending or any other destructive behavior: You have to learn to resist temptation. So start small. "Set up little boundaries that protect your me time," says Kathryn McKinnon, founder of the time-management firm McKinnon & Company. "Getting into the habit of doing one thing to give yourself some downtime-like leaving your phone downstairs when you go to bed-will help you feel better." What also helps: Wherever you're going, get in the habit of asking yourself if you need to bring your cell phone with you. "My husband and I would bring our phones to the country fair with the kids," says Vanderkam. "Then we started thinking, Why? What are we going to need our phones for? Can't we just meet at the pig stall in 20 minutes?"

McDowall at Birkbeck University of London shows that spending quality time alone also positively affects how you handle your job. The benefits include improved work-life balance, better sense of well-being and higher engagement at work. What's important, McDowall found, is not how much time you spend recharging your batteries but that you spend the time doing something you want to do. It's quality, not quantity, that counts.

If downtime is so healthy, then why aren't we prioritizing it? "FOMO" offers at least one explanation. It stands for "fear of missing out," and the condition is exacerbated, apparently, by the constant pinging of apps and alerts announcing what cool or enriching, real or virtual event offered by the giant Internet is happening this month, this weekend, on Thursday. Right now. Somewhere in the world.

FOMO may inherit its DNA from what Swedish economist Staffan Linder has called "the harried leisure class." That is, achieving a certain degree of education and professional status seems to drill in the idea that time is money; ergo, you'd better do something valuable with it. What do you get when you cross the harried leisure class with enabling technology and FOMO? Apparently, those of us who overwork ourselves with projects and deadlines on the job also overwork ourselves with "fun" during our time off.

Because let's face it: We've become "ping" junkies. "We don't admit to ourselves that we're addicted to external stimulation, but we do get a jolt from these devices," says Immordino-Yang. "When we force ourselves to decouple from them, it isn't immediately pleasurable. At first it feels difficult. You have to train your brain to detach from that constant inflow of information: not to expect or want it for the time you're deliberately setting aside to unwind."

But there also seems to be another kind of fear, of a darker sort, that's underlying our refusal to be idle enough to think. A saying comes to mind: "When you're alone with your thoughts, you're behind enemy lines." In fact, that sentiment could very well reflect a deeper issue: We can't stand the sound of our own inner voice. In 2014 a team of researchers at the University of Virginia found, in 11 studies, not only that people generally didn't like spending six to

15 minutes in a room by themselves with nothing to do but think; they even preferred to be tasked with boring activities. Many chose to give themselves electric shocks over being left with their thoughts. The authors' conclusion: "Most people seem to prefer to be doing something rather than nothing, even if that something is negative."

My hunch? On some level, maybe meditative silence compels us to look at those personal hobgoblins that busyness does such a good job of masking. As we age, silence can also expose that implacable shadow that haunts our very sense of self: our mortality.

### **FEAR OF THE VOID**

**WHEN** I was 15, my family moved to a cottage in the country for a year. The property had an expanse of woods that led to an open meadow. One day I decided to take a walk through the woods alone, away from my endlessly talky, frenetic family. I remember thinking that when I arrived at the field, I would lie down, look up at the sky and just *be*.

So I did. After a few minutes, I felt myself—my ego, though I wouldn't have called it that then—start to evaporate. It was just the sky, silence, my body. I panicked. I didn't feel at one with the universe; I felt a terror of slipping into the void. There, I, "Susie," would no longer exist but instead would dissolve into something cosmic and unknowable. I leaped up and shot off like a deer. I couldn't wait to bicker with my brother.

It turns out that mine was not a unique experience. Meditation, quiet contemplation and prayer can sometimes have similar effects. The 16th-century reformer St. John of the Cross called this terror of the void the "Dark Night of the Soul," and in writing a treatise of the same name, he argued that God, as a necessary step in purifying the souls of people in deep prayer, »

### Train your brain to look for happiness



IF YOUR DEFAULT mode is to stress about what you need to do, what you never did or what might go wrong, join the club. "We're wired to look for threats: the predator that's going to eat us, the rock slide," says Brigid Schulte, founding director of the Good Life Initiative at the New America foundation. "But when you think about things you're grateful for, it reprograms your brain to look for what's going well. It calms you down, puts you in a positive mood."

Schulte herself generates a short, mental gratitude list every day. It's a really simple way, she says, of training her brain to avoid overload—and it offers a backdoor entrance to mindfulness. "When I get insomnia or I'm stressed out, I think of things that happened over the past 48 hours that I'm grateful for," she says. "A great cup of coffee. An ordinary but really happy dinner with the kids."



MARION BLAKEY, 67, president and CEO of Rolls-Royce North America

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**GUILT TRAP** "Because of my position, I feel as if I have to be available 24/7."

**HER LIFE** "My job constantly requires me to be connected. People are using email for almost-instant logistics. They want to confirm a meeting quickly, or they have a simple question that needs answering. So, for example, reading emails in a block at the end of the day is not accommodating or helpful to my employees."

**HER CHALLENGE** "I'm not very good at sitting quietly and contemplating. I think I need to go to yoga or try other forms of meditation that help you control your active mind."

HER DOWNTIME STRATEGY "I try to do simple activities that I normally wouldn't do during the workday. If I don't have a professional lunch, I usually eat in my office. Instead, I now walk around blocks I've never explored or go into stores I've never been in. There is a lot of discovery in that if you're curious. On one of those walks I found an absolutely fabulous floral arranger, so that was quite useful!"

HER REVELATION "A sense of calm comes from choosing to do something that doesn't necessarily have a purpose, doesn't have a specific outcome that I'm trying to achieve. I am working on being mindful of the value of time: Identify me time, go after it and have it. It makes you feel more refreshed and sharper."



### SUSAN B. HIRSCHMANN, 51,

CEO of the Washington lobbying firm Williams & Jensen, whose client list includes Pfizer, Visa and United Airlines

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**GUILT TRAP** "Taking time for myself is stressful; I like being busy."

HER LIFE "I'm a working mom, so I also want to make time for my daughter. I try to limit how many nights a week I'm working past her bedtime. But if I say I'm only going to two work-related dinners per week, I end up having to go back on that. The nature of my business is such that I have to do it."

HER CHALLENGE "The hardest problem with having a crammed schedule is that I lose track of time to calm down, time to think about 'Are my priorities right?' I can't take breaks during the day. If I try to take them, I'm more stressed out during those times. Honestly, I *enjoy* work."

HER DOWNTIME STRATEGY "I try not to go into the office first thing in the morning. Instead, I go into another bedroom at home, take some notes and have some quiet time to just think. I don't know if I will always be able to do that three times a week, but maybe I can do two."

HER REVELATION "We all want to spend more time with our families. In a perfect world, I would work half the time. Unfortunately, that job doesn't exist. What I've come to grips with is that I can't control my free time on a per-week basis, but I can find blocks of time in a particular month."

### Multiply your time



A 2013 Stanford study shows that combining activities-different from multitasking-can help people achieve their goals without maxing themselves out. Let's say you often need to bring work home, so you can't connect with your kids the way you want to. Using "multipliers," you do your work alongside your kids while they do their homework. Or if you don't have enough free time for exercise and your close friendships, try taking a walk with your friends. "It's about doing one thing that satisfies multiple goals rather than doing multiple activities at once," says Melanie Rudd, an assistant professor at the University of Houston who studies time perception. This is particularly helpful for women, who often feel torn between demands. Finding a multiplier that achieves two or three goals at once reduces conflict. "That way, you don't feel like you have to sacrifice anything," she says.

"strips their faculties, affections and feelings, both spiritual and sensual, both outward and inward, leaving the understanding dark, the will dry, the memory empty."

Scary. Very scary. If we know, or somehow sense in the recesses of our minds, that we could be visited by such dark nights if we spend quiet time in solitary reflection, no wonder we avoid it. At the same time, however, maybe the fact that we are not confronting our subconscious fears is contributing to how overwhelmed and stressed we feel. Maybe we have to push through such fears to reach all those benefits of downtime that science is proving can be ours.

### PERSPECTIVE

**AFTER** my bout in the hospital, I knew that the doctor was right: I had to find quiet time for myself to decouple from the daily highwire act of supporting my family. I didn't have money or time for anything like the gym or a meditation class, but I could, I reasoned, pray. I wasn't raised to be religious, and I'm

not Catholic, but I love Thomas Merton, and over the years I have come to believe in (a) God. My mother-in-law, a devout Catholic, had always urged me to say the rosary. After putting aside my many knee-jerk objections, I finally thought, What do I have to lose? Though the language seemed odd and intense at first, I grew to love it—the way, each time, it started out feeling rigid and disciplined but by the end felt light, warm and tender.

These days my prayers take varying forms, and I can't imagine ever claiming that stress has left my life entirely. But I will say that if I let too much time pass without praying, I feel it like an anvil on my head. I'm anxious, snappish, easily provoked. Then, on the days that I give myself to prayer—for, say, 15 minutes or more on a good day and even just a minute or two on the others? The only word I can think of to characterize the sensation is *light*, and everything that word encompasses.

On the facing-mortality front, I tried an exercise that the psychologist Caroline Adams Miller recommends in her book *Creating Your Best Life: The Ultimate Life List Guide*—writing your own obituary. Miller makes the case that by detailing the efforts, accomplishments and philosophy that you'd want your legacy to reflect, you can see what's actually most important to you now (and it's probably not "She answered all her emails"). Consequently, your obituary becomes a powerful motivator to get you on track. You will begin making time for the activities you value and thereby become happier and more productive.

That's a tall order, but it's also a pretty great one, so I decided to do it. What I found was, frankly, astonishing. Since I graduated from college in 1991, I've made my living by writing for newspapers, magazines, television; I've written two books and a play. But in my obit, my pen took off down a completely different road.

As I imagined the things that in some perfect universe I would be remembered for, I wrote that I had started a fashion business with my younger daughter and a lay ministry caring for



single mothers. I wrote that I had traveled throughout South America before retiring in Quito, Ecuador, where my great-grandfather (and my son's namesake) served as the first U.S. ambassador. Wha...? Now, these fantasies didn't come utterly out of the blue; I am interested in those things. But until I completed the exercise (which you can try yourself, with or without the guidance of Miller's book), I truly didn't have even an inkling that they were so important to me that I'd want to be remembered for them. After years of not pursuing any of these activities, I now have been inspired to kick-start a few.

I signed up my daughter Frankie and myself for sewing classes. I have dived into researching my great-grandfather's life and career. On Pinterest, I launched a "vision board" that's blanketed with photos of Quito—and outrageously cool dresses that Frankie and I are choosing together. And it's all making a difference: I'm just as productive at work, but I am now waking up each day feeling more inspired. I wonder where my quiet time will take me next.

### Establish manageable expectations



**EXECUTIVE COACH** Kathryn McKinnon keeps her daily to-do list compact and highly doable. "I set only three goals a day, and I write them down, so I'm setting myself up for success, not failure," she says. "We all do things that are little successes every day that we don't acknowledge, but if you could just notice those, it would motivate you to do more of the same." Focusing on the positive helps her fight the feeling of being overwhelmed, and limiting her daily tasks helps her protect her time to herself.

Another manageable step McKinnon recommends taking: marking clear boundaries with others who expect things of you. "You have to make the mind shift that you want to be the one in charge," she says. "People will always ask you for more. And if their priorities are placed ahead of your own, you will never be able to find downtime."



### LAURIE TISCH, 64,

founder and president of the Laurie M. Tisch Illumination Fund, a foundation dedicated to improving New Yorkers' access to the arts, healthy food and economic opportunity, and co-owner of the New York Giants. Tisch is also a member of several boards.

\* \* \*

**GUILT TRAP** "Managing my life is similar to running a small business. There is always more to do."

**HER LIFE** "About five years ago, I realized that the foundation isn't something I'm doing in my spare time. It adds up to more than full time."

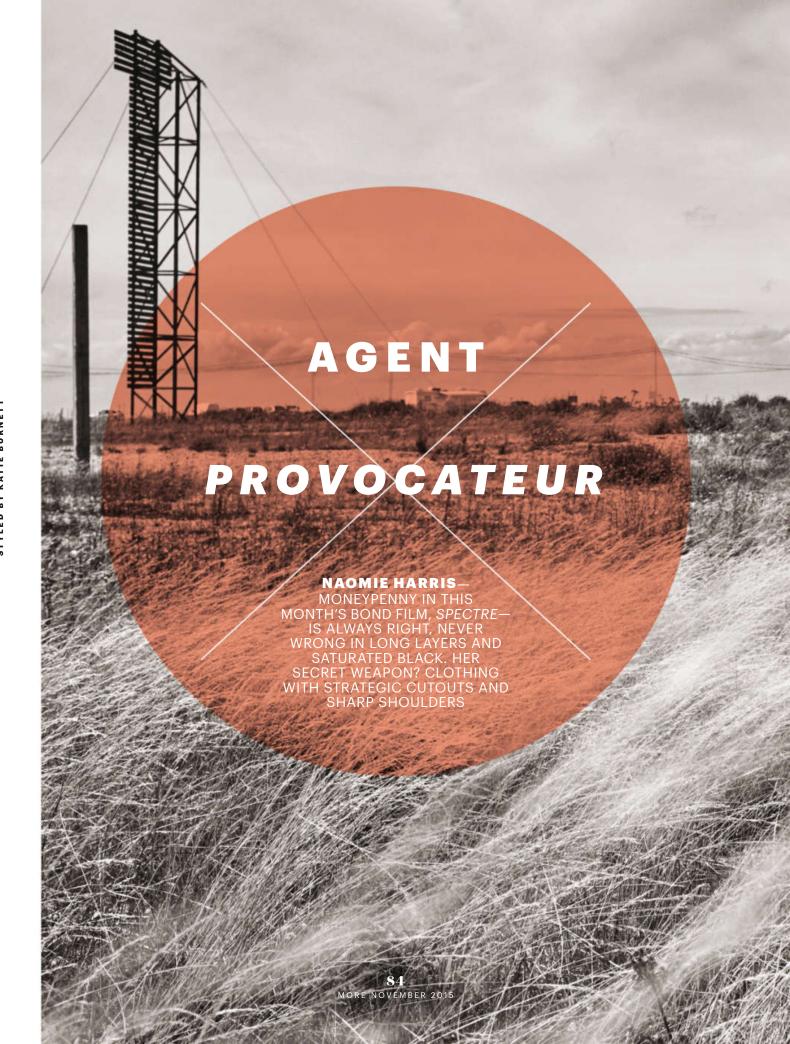
HER CHALLENGE "Because I am on so many boards, much of the work I do is at night, at events. With the foundation on top of that, I am so busy that I began putting off exercise or time to myself because I thought, It's not important."

HER DOWNTIME STRATEGY "I have been taking daily solo walks often around the Central Park Reservoir so that I can process everything I have done and everything I have to do. And I try not to break dates with myself, no matter what comes up. I'm trying not to fill every hour on the calendar. It's not idle time—I am thinking."

HER REVELATION "Without time to let my mind wander, important things—board events, business talks, project goals—don't sink in. I need to erase my mind during the day to think about what I'm doing that night. My walking is intentional. I enjoy my work more now." 

Output

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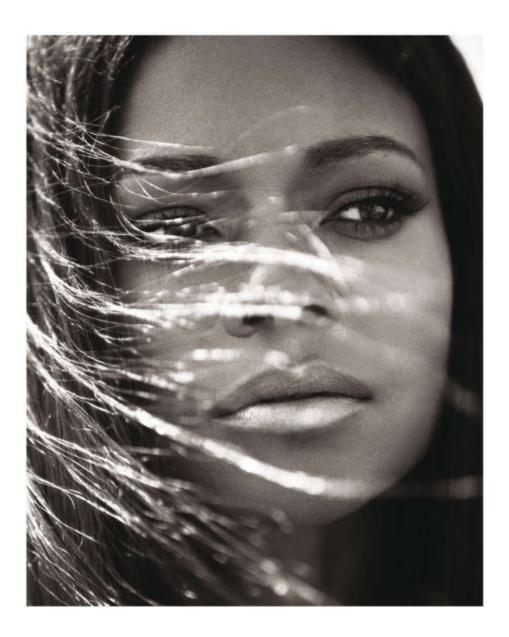












NAOMIE HARRIS comes across as a radiant glamour-puss onscreen, but she insists that's not who she is inside. "As a teenager, I wore hand-me-downs from my cousin that were several sizes too big," says Harris, who appears once again as field agent Eve Moneypenny, opposite Daniel Craig, in this month's James Bond movie, *Spectre*. "The idea that I now get to wear 30 different spectacular dresses at 30 different red carpet events—it's unfathomable. In my mind, I am always that girl from Century Park."

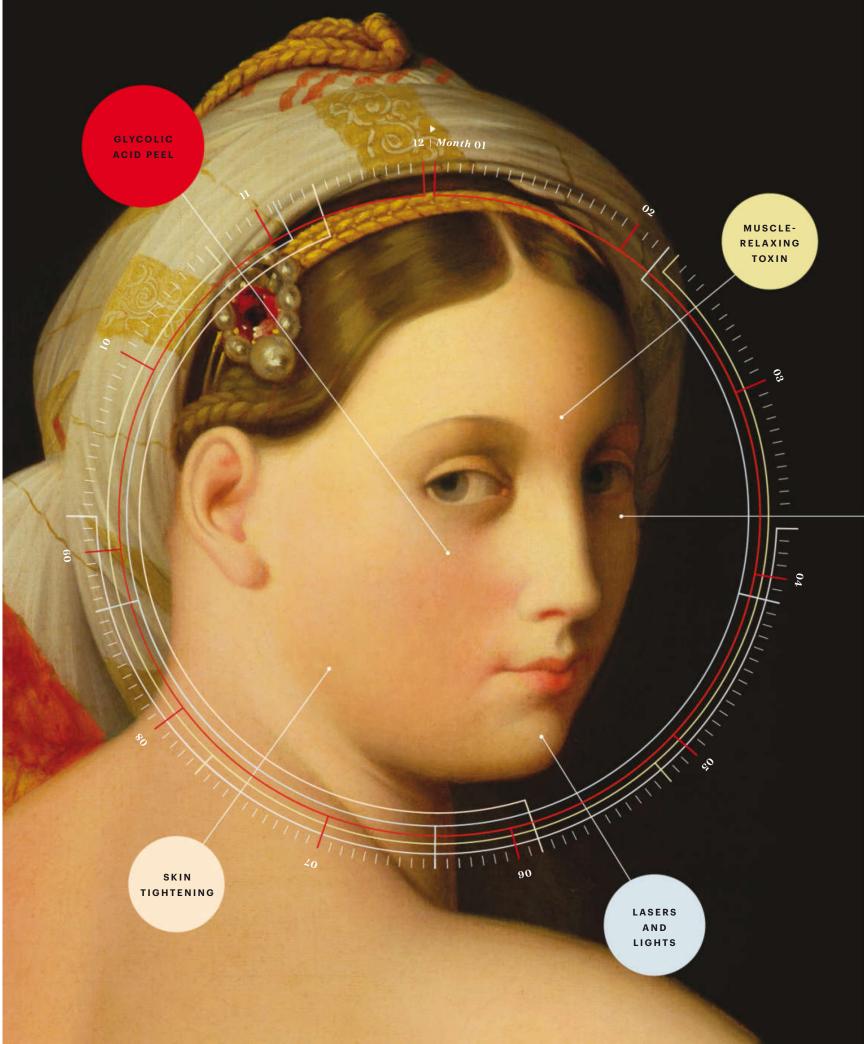
Harris, 39, is referring to the working-class London suburb where she grew up poor with a single mom, Lisselle Kayla, a Jamaica-born television scriptwriter. Harris was an only child until she was 20. That's when her mother had two more kids. "It was the best contraception ever," Harris jokes. "With my sister and brother"—now 16 and 19—"I saw how much focus goes into parenting. It reminded me to live life on my own terms for a while."

That she is doing. Harris calculates a roughly 50-50 split between acting and what some might call "interior work," aka personal improvement, whether in the form of prayer or the psychological detox known as the Hoffman Process. She spent a week at a Hoffman retreat this year dealing with "unexpressed emotions," says Harris. "A big thing for me was anger. Like a lot of women, I often swallow anger and hold on to it. The challenge is to let it out without the neighbors thinking you're crazy."

Harris's professional credentials are straight-up classical: London theater school, Cambridge University, the Old Vic. She got her break outrunning a supervirus in the 2002 horror flick 28 Days Later. Her success as 007's first black Moneypenny (Harris is the sixth actress to play the role) makes her a pioneer. "I love that I'm representing a Bond woman to admire, not just tits and ass," she says. Harris's style suits her independent streak. She favors splashy color by British designers such as Peter Pilotto and Mary Katrantzou. Not exactly family castoffs, but Harris still likes to keep things cozy. "My stylist and I do everything together," she says. "We've been best friends for years." —DAVID HOCHMAN







### SLOW ANTI-AGING

THE

NEW SECRET TO LOOKING

YOUR BEST



### THE LATEST APPROACH TO BEAUTY:

KEEP (OR RE-CREATE) A CONTOURED, NEARLY LINELESS
FACE THROUGH A SERIES OF STEADY, TINY TWEAKS
THAT LEAVE YOU LOOKING NATURAL AND UNALTERED. THE CATCH?
MAINTENANCE AND MONEY, OF COURSE.
HERE, ALL THE DETAILS SO YOU CAN DECIDE IF THIS STRATEGY
IS RIGHT FOR YOU BY JOLENE EDGAR

DATA VISUALIZATION BY
O BANQUINHO



### **FREQUENCY**

GLYCOLIC ACID PEEL once a month

MUSCLE-RELAXING TOXIN

every 3–6 months

HYALURONIC ACID FILLER

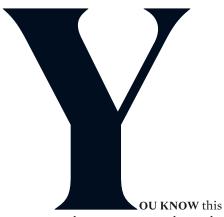
once or twice a year

LASERS AND LIGHTS 1-5 spaced 4 weeks

apart (for fractional); 3-4 spaced 1 month apart (for IPL)

SKIN TIGHTENING

once or twice a year



woman. Maybe you were coworkers a decade ago and recently bumped into each other on the street. Or perhaps you found her teaching that same Bikram class you abandoned after giving birth to baby number one, now in middle school. Although it's been years, this woman—this sort of modern-day Dorian Gray—appears ageless, her familiar face almost untouched by time.

While she doesn't have discreet suture scars or the telltale glossy skin of a face freshly pulled, she may indeed have had work. A growing number of women across the country are quietly subscribing to an intriguing new beauty philosophy known as slow anti-aging. "They're going to the dermatologist for lots of small, noninvasive tweaks, beginning in their thirties, to maintain a youthful look and stave off more drastic [and expensive] fixes, like face and eyelid lifts, later in life," says Whitney Bowe, a clinical assistant professor of dermatology at the Icahn School of Medicine at Mount Sinai Medical Center in New York City. "They're practicing a kind of routine maintenance that gives subtle, natural results that friends and colleagues don't pick up on."

That last part is crucial. The work must be undetectable, which means gradual improvements and minimal evidence of laser passes or needlesticks. Aware of this need for discretion, dermatologists are now well equipped with a diverse armamentarium of tools to deliver just that, from ultrasound and radio frequency devices made to seamlessly tighten and thicken aging skin to "light" peels and lasers that erase sun damage without taking our faces off. Doctors are using the latest injectables—both muscle-relaxing toxins, such as Botox and Dysport, and skin-plumping fillers, such as Restylane

and Voluma—far more strategically and judiciously than ever before. (Overdone duck lips and frozen foreheads are now, for the most part, passé.) "Using a third of the traditional dose of Botox, we can soften expression lines while preserving a woman's ability to move her face and emote naturally," says Karyn Grossman, an assistant clinical professor at the University of Southern California in Santa Monica. Toxins are often used in tandem with fillers and laser treatments because they work synergistically, the former decreasing the muscle action that etches in wrinkles, the rest smoothing the overlying skin.

Experienced dermatologists no longer inflate individual creases with vials of gel; instead, they carefully inject small

### Derm visits are like any standing beauty appointment.

For the "slow" set, getting their neurotoxin injection is as common and vital as getting their hair colored. If they come in two or three times a year for touch-ups, their appearance is more consistent.

amounts of filler all over the face—across the forehead and temples, around the lips and cheeks—to smooth furrows and restore volume in a more balanced, less obvious way. It's also worth noting that the majority of in-office procedures stimulate the skin to crank out new collagen—the stuff that makes it supple and firm—as either a primary goal or a happy side effect (any minor injury to the skin sparks a healing process, of which collagen is a key component).

For the "slow" set, visits to the dermatologist's office are no different from any other routine beauty appointments they may book throughout the year. "Getting their neurotoxin injection is as common and vital as getting their hair colored," says Ranella Hirsch, a dermatologist in private practice in Boston. As Grossman explains, "If you come in two or three times a year and touch things up, you'll have a more consistent appearance, so the battle against time is less noticeable. And it tends to be much more affordable and create far less downtime." On the flip side, waiting for fillers to fully wane, for sagging and wrinkles to return in full force, typically necessitates more work and begets more bruises, at a higher cost, experts say. Jumping onboard later in life-say, at 55 versus 35—may land you in a similar predicament. "A key tenet of slow anti-aging is starting sooner and keeping yourself in a good place," says Hirsch. "Otherwise you're playing catch-up. It's always easier and more economical-to prevent problems than to treat them." Or so the theory goes. Here's a more in-depth look at what it takes to be a "slow" anti-ager. (Keep in mind that all the prices quoted vary widely based on where you live, where you're treated and the experience level of your treatment provider.)



### **5 TREATMENTS "SLOW" ANTI-AGERS RELY ON**

Done regularly, these noninvasive in-office procedures can help deliver a birth-certificate-defying look. Some may not be suitable for all skin textures and tones; plan on a consult before any treatment.



### LASERS AND LIGHTS

WHAT THEY DO Improve tone and texture; give a glow; minimize red and brown spots. Nonablative (or surface sparing) fractional lasers—which pinpoint narrow columns of skin, leaving other zones untouched—are "a big part of the slow movement," says Bowe, who relies on the Fraxel Dual to remedy brown splotches, distended pores and fine lines while eradicating precancerous cells. Says Grossman: "A few see improvement after a single session, but those with severe UV damage may need multiple treatments." For fainter speckling and lines, there's the Clear + Brilliant fractional laser. "It's like baby Fraxel," says Amy Wechsler, assistant clinical professor in dermatology at SUNY Downstate Medical Center and an adjunct assistant clinical professor in psychiatry at Weill Cornell Medical College. A much lighter treatment with less downtime, it makes the skin smoother and more radiant, she says, in three to five visits. If redness and broken capillaries are a concern, a couple of rounds of intense pulsed light (IPL) will typically reduce ruddiness, even out brown splotches and make threadlike veins vanish.

### **RECOMMENDED FREQUENCY**

One to five fractional treatments spaced a month apart; after that, one yearly maintenance treatment. For IPL, three or four monthly sessions; then one or two touch-ups yearly.

COST \$500 to \$1,800 for full-face nonablative fractional; \$400 to \$600 per IPL treatment.



### **SKIN TIGHTENING**

WHAT IT DOES Defines slouchy iawlines, raises heavy brows and smooths horizontal necklines. There are intensive and lighter versions of the treatment, but all rely on heat to rev up collagen production, "lifting and firming the skin and preventing it from drooping," says Bowe. Ultherapy (which uses ultrasound waves) and Thermage (radio frequency energy) can reap dramatic results, but they tend to be pricier and more aggressive than Forma and Exilis, newer radio frequency machines better suited for prevention and maintenance. Since all of them work by building new collagen, full results aren't visible for at least three months.

## RECOMMENDED FREQUENCY For advanced tightening, one or two treatments over 12 months, plus one booster every 24 months. For lighter work, up to three treatments a year. COST Ultherapy and Thermage: \$1,500 (upper face) to \$5,000 (full face); Forma and Exilis: \$1,000 to

### 4

### **GLYCOLIC ACID PEEL**

what it does Enhances radiance, fades sunspots and lessens fine lines. These potent, acid-based treatments cast off clingy old cells—the rough, the dull, the discolored—that pile up over time, exposing the fresher, more luminous skin lying just beneath the surface. For most, a 30 to 40 percent glycolic acid solution that is pH adjusted and buffered will yield the most remarkable results, says Jeannette Graf, assistant clinical professor of dermatology at Mount Sinai Medical Center.

### **RECOMMENDED FREQUENCY**Monthly. **COST** \$50 to \$250 (largely based on who administers it—MD or nurse; both are acceptable peelers).



### MUSCLE-RELAXING TOXIN

WHAT IT DOES Toxins such as Botox, Dysport and Xeomin prevent and soften lines—on the forehead, between the brows and around the eyes and lips—and relax bulging or jiggly neckbands by blocking the connection between nerves and muscles.

### **RECOMMENDED FREQUENCY**Every three to six months. **COST** \$350 to \$1,200 (the neck can cost more).



**\$2,000** per area.

**WHAT IT DOES** Fillers such as Restylane and Voluma plump up lines and hollowed cheeks, boost cheekbones and define and restore lips. Composed of water-binding sugar molecules found naturally in the body, the gels restore the fullness and soft curves we lose over time.

**RECOMMENDED FREQUENCY** Once or twice a year (depending on the type and where it's injected). **COST \$600** to \$1,500 per syringe (you'll probably need one or two).



### **HOW MUCH WILL IT COST?**

To give you an idea of what "slow" anti-agers might spend annually at the dermatologist, we ran the numbers for a few scenarios (the fees below reflect an average of prices in New York, Boston, L.A. and Denver).

As a point of comparison, a face-lift—the antithesis of slow anti-aging—can cost anywhere from \$10,000 to \$50,000. This surgical route to smooth skin also involves about a monthlong recovery.

### **SCENARIO**



### **ALL-INCLUSIVE**

(involving all five of the procedures on the previous pages)

GLYCOLIC ACID PEEL, monthly: \$600 to \$3,000 a year

MUSCLE-RELAXING TOXIN, twice a year: \$700 to \$2,400 a year

HYALURONIC ACID FILLER, once or twice a year: \$1,200 to \$2,400 a year

**LIGHT TREATMENT**: \$2,500 (total for five sessions of Clear + Brilliant) to \$2,700 (three sessions of Fraxel Dual) a year; plus \$500 to \$900 for a single touch-up every year after

**SKIN TIGHTENING** (Ultherapy/Thermage), twice a year: \$3,000 to \$10,000; \$1,500 to \$5,000 for one touch-up every two years

TOTAL AVERAGE COST FOR FIRST YEAR: \$8,000 to \$20,500

TOTAL AVERAGE COST FOR EACH SUBSEQUENT YEAR: \$4,500 to \$13,700

 $(subtract\ \$1,500\ and\ \$5,000\ from\ these\ numbers\ every\ other\ year,\ when\ tightening\ touch-up\ is\ not\ needed)$ 

**SCENARIO** 



### SELECTIVE TWEAKS STARTING AT 35

### MUSCLE-RELAXING TOXIN

in crow's-feet, twice a year: \$700

### **HYALURONIC ACID FILLER**

in cheekbones, once a year: \$1,200

### SKIN TIGHTENING,

full face, twice a year: \$1,500

### LASER TREATMENT,

three sessions: \$1,500

**TOTAL AVERAGE COST FOR 1 YEAR:** \$4,900

TOTAL SPENT OVER 20 YEARS: \$98,000

**SCENARIO** 



### SELECTIVE TWEAKS STARTING AT 55

**MUSCLE-RELAXING TOXIN** in multiple areas, including neck, four times a year: \$4,800

**HYALURONIC ACID FILLER** across forehead, cheeks and temples, *once a year*: \$2,400 (figuring two vials)

**HYALURONIC ACID FILLER** around mouth, twice a year: \$1,200

**SKIN TIGHTENING**, full face, twice a year: \$7,000; one touch-up every year after at \$3,500

**LASER TREATMENT**, three sessions: \$2,700; one touch-up every year after at \$900

TOTAL AVERAGE COST FOR STARTING YEAR: \$18,100
TOTAL AVERAGE COST EACH SUBSEQUENT YEAR: \$12,800
TOTAL SPENT OVER 20 YEARS: \$261,300

(\$18,100 for first year + \$243,200, total for 19 other years) **(** 

HYALURONIC ACID FILLER

### **PRICE RANGE**

GLYCOLIC ACID PEEL \$50-\$250

MUSCLE-RELAXING TOXIN \$350-\$1,200

HYALURONIC ACID FILLER \$600-\$1,500 per syringe

LASERS AND LIGHTS \$500-\$1,800 per

\$500-\$1,800 per fractional; \$400-\$600 per IPL

SKIN TIGHTENING \$1,500-\$5,000

50 \$2,000 \$1,100 1,1,1,1 \$2,000 | \$50 MUSCLE-RELAXING TOXIN \$1,500 SKIN TIGHTENING AND LIGHTS







SHE ADORED YOU, BERATED YOU, FEARED FOR YOU. SHE WAS THE PERSON YOU HOPED YOU WOULD SOMEDAY BE—OR WERE TERRIFIED OF BECOMING. THESE FOUR DAUGHTERS TELL WHY THEY EMBRACED OR REFUSED THE LEGACIES THEIR MOTHERS LEFT THEM

# PHOTO, PAGE 98: UNTITLED, CHÅTEAU DE FOSSEUSE, FRANCE, © 2014 HELLEN VAN MEENE, FROM THE YEARS SHALL RUN LIKE RABBITS (APERTURE, 2015)

### FOLLOWING IN MOM'S FOOTSTEPS

(

leaning out my mother's house after her death, I discovered a cache of her delicate Ferragamo and Saks-label shoes from the 1960s. They ranged in color from baby's breath to midnight, and they were nested in their original boxes, some still in tissue. They

also lived right at the edge of my memory.

My mother was a beautiful woman. Both my sister and I remember walking down the street with her when we were in our early twenties and being aware that men were frequently stopping to look—at our middle-aged mother, not us. Feature for feature, her face looked like mine, but hers held a different expression, a kind of openness that drew the admiring attention of strangers and that the camera never quite captured. Beyond that, my mother dressed and carried herself with elegance. Because she was an artist, she had an exquisite sense of color—magenta! vermilion!—and she knew how to pull it off.

As her bookish daughter, I rejected my mother's sartorial dictums: the right shoes and bag with the dress; the hair and makeup just so; and, God help us, pantyhose, even in 100-degree heat. By the early '80s, I was tromping around New York in Indian-print dresses bought for a song in Greenwich Village. I wore my hair in a wild mane and walked everywhere in cheap sneakers or clogs. Any purses I had were campy plastic ones from Reminiscence, and lip gloss was an afterthought.

Later, I graduated to my "why wear a color when you can wear black" phase, and by *black* I mean back-of-the-rack, not bespoke. In time, I became interested in designer clothes (a trip to Paris rearranged my neurons), but I still cheaped out on shoes, reversing the

writer Cynthia Heimel's long-ago dictate that you can get away with a \$19 dress if you're wearing fabulous heels. It was like that "no one can see the back" delusion, applied to feet. I told myself that none of it mattered anyway if I was to have a life of the mind. And I think something else was at work: Even as my mother aged and moved into sensible trousers and well-made flats with good support, I still felt I couldn't measure up, let alone compete—and so I refused, willfully, to try. It was easy to convince myself I didn't care.

After my mother's death, I discovered four closets full of her clothes, some she hadn't worn in decades. They were a life history, a heaping tray of madeleines. One of her dresses reduced me to tears for reasons I couldn't comprehend: Whatever memory or story it held had disappeared, leaving only the emotion behind. Her familiar jewelry—pearls and beads, bangles and earrings—shimmered in my hands.

The shoes were in the basement, way in the back, among boxes that had moved out of one marriage and into another, and I suspect she had forgotten them. Although they were in pristine condition, they hadn't seen daylight in a very long time.

My mother and I had entirely different physiques, but we wore the same shoe size. Gingerly, in that dank basement, I tried on one pair after another. All of them fit. In fact, they felt really good. And in fact, most of them looked vintage in a savvy way, as opposed to that scary middle-aged-woman-goes-to-a-thrift-shop way.

I've worn—and worn out—my mother's shoes all over the world. They have a little edge and an enormous power. I wore her strappy black slingbacks to speak at a symposium in Paris and her golden slippers to dance at a wedding in the Israeli desert and her navy cutout pumps to give a reading in St. Petersburg, Russia. I wear her heels, from pale to dark, subtle to bold, to give myself a shot of confidence in New York. This goes beyond the transformative power of shoes to define a look and lend a woman stature (although I'll never again buy crappy knockoffs). These shoes have a story, a secret history, in every footstep. They have turned me, finally, not into my mother, but into someone who is unmistakably her daughter.

**DAWN RAFFEL**'s most recent book is *The Secret Life of Objects*. She is at work on a biography of Martin Couney, MD. @*Dawn Raffel* 

BY VAL BRELINSKI

### BREAKING ALL

### THE RULES

I

was raised by devout evangelical parents in rural Idaho during the 1970s, which meant that in addition to wearing severely modest clothing, unfashionable hairdos and no makeup or jewelry, my sisters and I had to adhere to a litany of

behavioral rules. There was to be no: dancing, drinking, smoking, "mixed bathing," piercing of ears, associating with unbelievers or frequenting pool halls, circuses, bowling alleys or movie theaters. Besides being extremely religious, my mother was extremely wary of the world outside our home. She refused to drive, never held a job, wouldn't travel and didn't allow people to stay in our house. Her greatest fear was any type of public shame or scrutiny. While my two sisters conformed to my parents' and church's expectations, I was a daring and somewhat impetuous kid, and I spent my young life enraging my mother—something that seemed both mysterious and yet unavoidable, as if this were simply the part I was born to play.

When I was 14, I was accused of shoplifting at a local drugstore and was stripped naked by the store's male manager in a supposed attempt to retrieve the earrings I hadn't stolen. After I shakily told my parents about this incident, my mother asked why I had been trying on earrings when I knew that pierced ears were a sin. My father's only response was to say it would be best if I avoided that store in the future.

Later that summer, my older sister got up in the night to use the bathroom and spied a man kneeling on our patio and peering into my basement-bedroom window. She ran downstairs and found me sitting on my bed in my pajamas illicitly painting my toenails. She switched off my overhead light, and there outlined against my window was a pair of legs.

Upstairs, we roused our sleeping parents. "He had his pants undone," my sister whispered. My father and mother grew quiet. "Let's put a lock on the gate," I suggested eagerly, "or an electric wire around the fence!" My little sister wanted to call the police. "Well, we could at least install some kind of spotlight," I said. My father gave us each a serious look. "We don't want to anger him," he said. "Why not?" I demanded. "Because he might do something worse," my father said.

The next morning my father cut up a cardboard box and taped one of the flattened pieces against the inside of each of my windows. "There," he said proudly, and toted his tools back upstairs. That night and for each night afterward, I lay in bed waiting for the inevitable click of our gate latch being lifted and the crunch of gravel as the man stepped once again down into my window well. The man, whoever he was, seemed undeterred by the cardboard.

After about a month of these visitations, my mother began asking me, in hushed tones and with downcast eyes, why I thought this man was choosing me as the particular object of his voyeurism. This questioning stung almost worse than the peeping itself.

My mother now began reading my mail, searching through my drawers and confiscating any items of clothing she considered immodest or inappropriate. I once tried retrieving a shorter-than-knee-length skirt from the garbage cans behind our house, and when I got home from church choir practice that night, I found the front door to our house locked. The back door was locked as well. This was my first expulsion from home, but thanks to my continuing interest in all things fun, fashionable and "worldly," it wouldn't be my last. At the age of 17, I was kicked out of the house when my mother discovered that the boy I had been secretly dating was African American. I now moved in with two teenage girls whose parents had, years earlier, sent them to Idaho and never reclaimed them. The three of us lived by ourselves in a tiny rundown rental, where I slept on a couch in a dimly lit hallway. Here I learned to cook and drive and pay my bills by waitressing at our town's only real restaurant.

My relationship with my mother never recovered from this expulsion. Two years later, I moved out of the little rental to attend the evangelical college nearby, where I paid no tuition fee because my father was dean. Even then, when I would visit our family home, my mother couldn't get used to my new independence, and I refused to return to the insularity and restrictiveness of our evangelical household. My clothes and makeup and new non-Christian friends did not meet with her approval, nor did my fascination with contemporary literature. When I got caught dancing at a club in Boise and was put on probation for this infraction of the college's rules, my mother wouldn't speak to me, instead sending me a letter saying she felt "shocked and betrayed" by my "sinful behavior."

Being continually criticized and rejected by my mother should have rendered me extremely fearful of new experiences and relationships. And to some extent it did. I didn't leave my hometown for good until I was 40 years old. More tellingly, I was content for years with simply doing what I needed to do to get by. When I got married and gave birth, for instance, I took the quickest route I knew to help financially support my new family and became an English teacher at a large and rather prison-like high school. Even after I had begun writing fiction and had actually won a contest or two, I still did not feel I was worthy of serious consideration as a professional writer.

Eventually, however, I divorced, left Idaho for graduate school, became a published novelist who wrote revealingly about my family's evangelical beliefs and got a job teaching at Stanford University. My mother's narrow and conservative lifestyle simply did not fit me, and although I understood the pressures she faced as both a fundamentalist and an inherently anxious female, I had to desert her beliefs and customs and forge an entirely new identity for myself: one that refused to let anxiety and mistrust have the upper hand, but instead invited the whole wide world, with its risks and adventures, all the way in.

VAL BRELINSKI's debut novel is *The Girl Who Slept with God*. She teaches fiction writing at Stanford University. @ValBrelinski



BY ESMERALDA SANTIAGO



### GETTING PAST THE PAIN

'm on the phone with my father as I make ajilimójili, the traditional Puerto
Rican salsa. While it's
easier to shred the garlic,
peppers and herbs in a
food processor, I'd rather
maintain their integrity
by cutting them by hand.

"Your mom is a great cook," he says, and we recall how Mami could put together a satisfying meal with whatever ingredients she could afford when the pantry and her wallet were nearly empty. Salami soup with noodles. Canned corned beef seasoned with sofrito and served over white rice. Boiled plantains with a side of stewed salted codfish.

My parents split up in 1961, when I was 13, and Mami brought my four sisters, two brothers and me to the United States. The only work she could find was in sweatshops. When a shop closed, often without paying its employees, she would drag me to the welfare office to translate her requests for relief until she could find another job, both of us feeling like beggars.

She was good looking and passionate, so it's no surprise that men were attracted to her. She found love that didn't last, and by the time she was 37, she was a single mother with 11 children. We kids knew the outside world expected little from us; it would have been easy for her to lose us to the violent streets, prison or drugs. But Mami's expectations for us were high, and she was strict about our behavior. She was quick to slap away a mouthy comment, or hurl a slipper if we used vulgar language, or snap her belt to punish us for disrespect or when we argued among ourselves in the close quarters of our apartment.

On the phone, my father, now 94 and still living in Puerto Rico, starts reminiscing. "I met her when she was about 16," he says. "She's always been high strung and aggressive. A couple of times she tried to stab me."
I adjust my earphone and stop slicing peppers.
"She did what?"

"Yes," he says, in English, and laughs. To this day, this is Mami's biggest complaint about Papi. Everything is a joke with him, she says. "The first time, you were still a baby. She chased me with a short machete and another time with the kitchen knife."

I look down at my favorite knife, used to prepare meals for my husband, children, beloved friends. I've never wanted to use it to cut anything but comestibles. How do you get to the point of wanting to stab someone you sleep with, the father of your children?

"That's why," he continues, "whenever she got like that, I left. She was always threatening and throwing me out of the house, so one day I didn't come back."

I don't ask what he did to bring about such violent reactions from Mami. I don't ask why he'd leave his seven children with their angry, machete-wielding mother. He tells me a few more stories, laughing about her unpredictable, pugnacious behavior.

Instinctively, my left hand goes behind my ear to where Mami connected her cast iron frying pan with my skull. I was about nine years old then and familiar with her short temper, with her strong hands slapping my face, with running away from her as she waved a switch, a broom handle, a shoe.

Papi says good-bye. A pile of seeded peppers is ready to be cubed. Garlic cloves and a mound of cilantro are waiting. I finger the knife's sharp edge, swallow tears and start chopping.

Mami is 85 years old, and I've always felt an invisible layer between us that keeps me emotionally distant. An abused child still lurks in my adult body. About a year ago, I told her I'd forgiven her for the beatings and the hurtful words. She denied she'd ever raised her hand to any of her children, but I had been there, the eldest, receiving her blows and watching others being hit.

Unlike Papi, I don't laugh when I remember Mami's pretty face contorting into frowns, then anger, then her hands or objects striking me or one of my siblings with all the force of her rage and frustration at being unable to control our behavior or her circumstances. I've had similar feelings, but I don't want anyone burdened with those kinds of memories about me.

To avoid becoming the enraged woman Mami was, I pay attention to how I deal with annoyances, humiliations and insecurities. It isn't always easy to control my desire to throw something when angry, to argue, to make a snarky comment. But not once have I hit either of my children, and not once have I wanted to stab my husband with the sharpest object close at hand.

Mami didn't have the resources I have to face everyday challenges. Her sacrifices made it possible for me to create a different life from hers. I meant it when I forgave her and, in doing so, gave myself permission to love her in spite of the resentment I carried for decades. I can't forget the past, but I accept that she wants to revise her history even as I write my own.

**ESMERALDA SANTIAGO** is the author of the memoir *When I Was Puerto Rican* and the historical novel *Conquistadora*. *@Esmo* 

### LEARNING TO LET GO

3Y PARNAZ FOROUTAN

A

few years ago, I was trekking through the mountains of Iran, from village to village, when I came upon a pond. Out on the water was a small group of ducklings, swimming, while on the shore a frantic hen kept running to the edge of the

water and back to her forlorn chicks. I asked a young village boy standing nearby why the hen was so distraught. He told me that farmers had placed duck eggs beneath their hens so that when the ducklings hatched, the hens believed them to be their chicks. And right now this hen could not understand what some of her chicks were doing in the middle of the pond. All she knew, instinctively, was that water was dangerous. And all the ducklings knew was, well, water.

This is my relationship with my mother.

I was seven years old when we arrived in the United States from Iran. We left behind war and the dawning of an oppressive Islamic regime. We settled in a quiet suburb of Los Angeles. My young parents did not have money and spoke very little English. They sent me to a public elementary school and set out to make a place for themselves in this promised land.

My mother learned about being American from TV sitcoms. She explored the regions beyond our suburb through the nightly news. Her new country must have seemed a very hostile place, a dangerous one. Gangs and kidnappings, wayward teens and dysfunctional families. In Tehran we were allowed to play in the streets with the neighborhood kids until dark. Every adult undertook the responsibility of seeing to the safety of all the children. A scraped knee was a public affair; a stranger passing through was a guest. In our Los Angeles neighborhood, my mother was afraid to let us go out and get the mail at night. We didn't know our neighbors. I had clear instructions: I was to come straight home from school, to keep my focus on my education and never to speak with a boy. We are not like Them, my mother told me, repeatedly. And there was nothing more I wanted than to be like Them. She wanted me to stay on the shore, safe and within her reach, and I wanted so badly to swim.

By high school, I was deep in the waters. By college, well beyond her reach. It took months of arguing before she agreed to allow me to attend Berkeley, and when we arrived at the dormitory where she would leave me, a man with wild and unkempt hair walked past our car, naked from the waist down. Despite this and the rest of the characters populating the streets near the university, she helped me unpack and settle, and then left the next morning. Years later, when I told her I wanted to return to Iran and explore the country we had fled, she tried to dissuade me, but in the end I went, and she waited for me to return. And when I came back to America and decided that I had to teach in inner-city schools, she sat by the phone each night, waiting for me to call, to let her know I was safe.

A decade has passed since those nights. Now I am a mother of two girls. My daughters are small, the elder six. Almost the same age I was before we immigrated to the United States. Unlike my mother, I have a shared

cultural experience with my daughters. I grew up watching Sesame Street, I can sing the nursery rhymes they know, I can create friendships with their friends' mothers with ease. However, there is, still, a difference between us, a way of being that separates their experience of the world from mine. When we went camping in the Redwood forest, we saw children sitting on logs, looking at their tablets. When we go to restaurants, we see children sitting across from their parents, gazing at one screen or another. We see groups of kids sitting beside one another, texting. And my six-year-old daughter wants to participate in this culture. She asks for a cell phone and an iPad. She wants to venture into these uncharted waters, to explore, to find her way.

When I was her age, I watched ant lines. I created things with my hands, real things of clay and yarn. I hid from trolls behind trees with my friends, and we spoke in whispers, close enough to feel each other's skin. I searched for treasures beneath rocks, in the brush, on the sidewalk. The world was full of wonder.

How much of this wonder can you touch through a screen? How can you learn the complexities of the human heart through texts, emojis, tweets? How do you become a fully actualized human being between selfies? What about running through the grass? What about the birds building a nest outside the kitchen window? How will you come to know the beauty of the world if you are so removed from its experience? And the things I don't know, that I can't imagine, that I don't foresee? How will I protect you from those things? Echoes of the questions my mother must have asked herself as she watched me walk out the door and into what seemed so foreign and so new.

For now, my daughters are beside me. I show them ant lines; we talk about the hidden colonies beneath the earth. I teach them how to make things with their hands. I tell them about strangers and bullies, about strength and courage. Soon they will walk into those waters, beyond my reach, and I will watch them from these shores. And like my mother, I will wait for them to return and tell me what they have seen. ③



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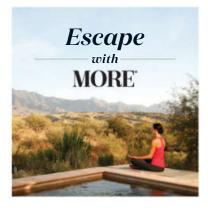
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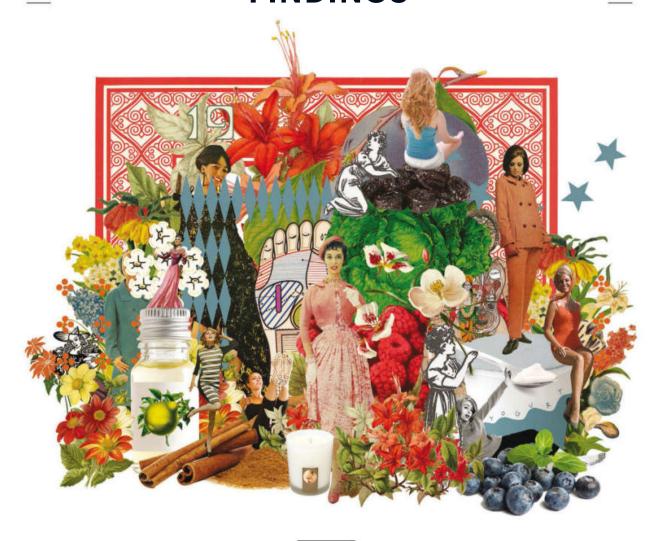
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# 19 natural ways to boost your health

If you're troubled by stress, poor sleep, colds, backaches, excess pounds or other concerns, here are first-line treatments that don't involve drugs or hospital visits by stacey colino

WHEN you have a backache or can't fall asleep, your first instinct may be to reach inside your medicine cabinet. "But many drugs have harmful side effects, especially if they are used over a long period of time," says Frank Lipman, MD, an integrative- and functional-medicine physician in New York City. The truth is, there are many safe and effective nondrug and noninvasive measures that can ease existing health problems or help you sidestep future ones. "For common ailments such as headache, stress, unsound sleep or aches and pains, generally I recommend that natural treatments be tried first,"

says Lipman, author of *The New Health Rules*. What follows are 19 natural ways to enhance your health and well-being—no pharmaceuticals or surgical procedures required.

# GOAL: SOUNDER SLEEP NATURAL SOLUTION: MAGNESIUM SUPPLEMENTS

YOU pay a steep price when you repeatedly fail to get a good night's sleep: Your risks for heart problems, weight gain, depression and prematurely aging skin all jump. So it's welcome news that taking 500 milligrams of magnesium daily can help people with slumber issues fall asleep more easily, sleep more soundly and experience fewer early-morning awakenings, according to a 2012 study. Magnesium is thought to be key for manufacturing the calming brain chemical serotonin, explains sleep expert Joyce Walsleben, PhD, associate professor of medicine at the New York University School of Medicine. For optimal snooze control, increase your daily magnesium intake—by consuming more leafy greens, beans, nuts and seeds *or* by taking a magnesium supplement, Walsleben advises.

#### **FINDINGS**

## GOAL: LESS BACK PAIN

NATURAL SOLUTION: FOOT REFLEXOLOGY

IN reflexology, a trained practitioner puts pressure on a client's foot in spots that are believed to correspond to specific organs, systems and tissues throughout the body. "The theory is that all the chi, or energy, in our body passes through those points, so we use them as a portal to access and stimulate the corresponding areas," says Robert Turner, a physical therapist at the Spine Therapy Center of the Hospital for Special Surgery in New York City. In an Iranian study of 50 nurses who suffered from chronic low back pain, a thrice-weekly regimen of reflexology for two weeks was superior in pain relief to the same amount of standard massage. "Reflexology may help by promoting the flow of chi that may be tensed up or congested in the lower back," Turner says. "It can be used on an as-needed basis for pain."

#### **GOAL: ENHANCED SEX LIFE**

NATURAL SOLUTION: PILATES

WANT a better sex life? Take up Pilates, a gentle mind-body exercise that emphasizes core strength, posture and flexibility. A 2015 Turkish study found that attending a 60-minute class twice a week for 12 weeks led premenopausal participants to experience increased desire, arousal, lubrication, orgasm and satisfaction. Pilates may benefit sexual functioning because regular practice boosts mood as well as blood circulation, according to various studies, says lead author Ahmet Gokce, MD, associate professor of urology at the Sakarya University School of Medicine.

#### **GOAL: REDUCED SOCIAL ANXIETY**

NATURAL SOLUTION: YOGURT

A recent study at the College of William & Mary found that people who consume more fermented foods (think yogurt, kefir, sauer-kraut, kimchi) are less susceptible to social anxiety than others, especially if they have neurotic personalities. What's the connection? These foods contain health-promoting bacteria called probiotics. "Probiotics reduce inflammation of the gut and attenuate the

body's response to stress," explains lead author Matthew Hilimire, PhD, assistant professor of psychology at the school. No one yet knows the dosage that will lower anxiety, but "it seems like regular, frequent consumption might be best," Hilimire says. That means a yogurt a day may keep social anxiety at bay.

# GOAL: PREVENTING ALZHEIMER'S DISEASE

NATURAL SOLUTION: THE MIND DIET

NUMEROUS surveys have found that many women fear they will develop Alzheimer's. Now there's evidence that a specific diet can offer protection. The MIND diet (short for Mediterranean-DASH Intervention for Neurodegenerative Delay) is a hybrid of the Mediterranean diet and the antihypertension DASH plan; it emphasizes the consumption of plant-based foods, especially berries, leafy green vegetables, whole grains and olive oil. "These foods contain nutrients that have been shown to protect the brain against neurodegenerative changes," says Martha Clare Morris, ScD, professor of nutritional epidemiology at Rush University Medical Center in Chicago. Research from the Rush Alzheimer's Disease Center found that following the diet offers impressive benefits. Study participants (ages 58 to 98) who adhered to the MIND diet most diligently during the fourand-a-half-year research period were 53 percent less likely to develop Alzheimer's disease; those who did a moderately good job of sticking with the plan saw a 35 percent reduction in risk. By contrast, "the Mediterranean diet was significantly associated with reduced Alzheimer's disease risk only when strictly, not moderately, adhered to," notes lead author Morris.

#### **GOAL: LESS STRESS**

NATURAL SOLUTION: BERGAMOT OIL

NEXT time you start to feel tense, sniff bergamot oil. A study done earlier this year at the Kyoto Prefectural University of Medicine in Japan found that after women spent 15 minutes inhaling water vapor infused with this essential oil, their saliva had significantly lower levels of cortisol (a stress hormone) than it did before the experiments. Participants also reported improvement in their

moods and a decline in fatigue. Bergamot oil, available at stores such as the Vitamin Shoppe and GNC, contains two important ingredients, explains Eri Watanabe, PhD, lead author of the study: linalyl acetate, a phytochemical with a sedative action, and limonene, an antioxidant found in the peel of citrus fruits and other plants that has a calming effect.

#### **GOAL: DENSER BONES**

NATURAL SOLUTION: DRIED PLUMS

IF you're concerned about losing bone mass as you get older, consider making dried plums (aka prunes) a part of your daily diet. Research has shown that dried plums improve bone density and may even reverse bone loss. In a 2014 study involving 160 women with osteopenia (a precursor to osteoporosis), participants who consumed 100 grams of dried plums (about 10 prunes), along with 500 milligrams of calcium and 400 IU of vitamin D, daily for a year had more significant increases in the bone mineral density of a forearm bone (the ulna) and spine than did those in a control group. "Dried plums have one of the highest antioxidant capacities among commonly consumed fruits and vegetables, and they are rich in vitamin K, potassium, magnesium and boron, which are known to be important for bone health," explains study coauthor Bahram H. Arjmandi, PhD, professor of nutrition science at Florida State University in Tallahassee. Don't overdo it with the dried plums, though, or you could end up with an uncomfortable case of the runs.

# **GOAL: FEWER HOT FLASHES**NATURAL SOLUTION: HYPNOSIS

FEELING hot? Think cool. In a Baylor University study, postmenopausal women combated hot flashes by practicing a form of self-hypnosis that combined "mental imagery for coolness—imagining being near a lake or in the mountains where they could feel a cool breeze, gentle rain or snow—and guided suggestions for relaxation," says Gary Elkins, PhD, director of the Mind-Body Medicine Research Laboratory at Baylor. After five weeks of daily practice, participants experienced a 72 percent decrease in the frequency of hot flashes and a 76 percent drop in hot-flash

#### **HEALTH**

#### **FINDINGS**

intensity. Sleep quality also improved for the women, perhaps because they had fewer night sweats. You can find self-hypnosis instructions in Elkins's book, *Relief from Hot Flashes:* The Natural, Drug-Free Program to Reduce Hot Flashes, Improve Sleep, and Ease Stress.

#### **GOAL: IMPROVED MEMORY**

NATURAL SOLUTION: GREEN TEA EXTRACT

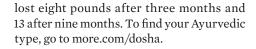
GREEN tea extract—a liquid or supplement derived from green tea leaves—appears to improve memory and cognitive function as people get older, according to several recent studies. "The extract boosts blood flow and dopamine to the brain and helps people focus," says Daniel Amen, MD, founder of the Amen Clinics and author of *Change Your Brain*,

the nerves, making it easier for you to guide stool out of your body," explains lead author Ryan Abbott, MD, adjunct assistant professor of medicine at the David Geffen School of Medicine at the University of California, Los Angeles. "The people in our study did it as they were preparing to go to the bathroom, on an as-needed basis, but I think you could also use it regularly to prevent constipation." For how-to details, go to more.com/perineal.

#### **GOAL: WEIGHT LOSS**

NATURAL SOLUTION: AYURVEDIC MEDICINE

AYURVEDA, an ancient Indian practice, posits that there are three life forces, or doshas, that influence your well-being. For each person, one dosha is more dominant than the



# GOAL: FEWER COLDS NATURAL SOLUTION: MINDFULNESS MEDITATION

FAMED teacher Jon Kabat-Zinn once wrote, "Mindfulness means paying attention in a particular way: on purpose, in the present moment, and nonjudgmentally." In a mindfulness-meditation practice, heightened awareness is cultivated both during meditation sessions and in daily life. This much-studied technique (the original training program is at the University of Massachusetts Medical Center in Worcester) has been connected to a number of benefits, including a boost to the immune system. For instance, in a study done at the University of Wisconsin-Madison, healthy adults who participated in an eight-week mindfulness-meditation program experienced a stronger antibody response to a flu vaccine than did nonmeditating controls. Why? "Regular practice of mindfulness meditation may lower your levels of stress hormones, which would result in improved immune function," says study lead author Richard J. Davidson, PhD, founder of the Center for Investigating Healthy Minds at the university. For info on training in this form of meditation, visit more.com/mindfulness.

# sleep, relationships GOAL: LESS INTENSE MIGRAINES NATURAL SOLUTION: BIOFEEDBACK

IN biofeedback therapy, a machine provides feedback that helps you learn to control certain body functions that are normally considered involuntary, such as heart rate or body temperature. In a recent study from Toho University in Japan, migraine sufferers carried a palmtop-type computer that recorded their moment-to-moment symptoms (such as pain, anxiety, stress or irritation). During an attack, the participants performed progressive muscle-relaxation exercises and received biofeedback about their heart rate or body temperature. The combination relieved the anxiety and poor moods that often accompany these excruciating headaches and also reduced their CONTINUED ON PAGE 118



In a Wisconsin study, healthy adults who participated in an eight-week mindfulness-meditation program experienced a **stronger antibody response to** a **flu vaccine** than did nonmeditating controls.



Change Your Life. The effects are short-lived, however. "Green tea extract works when you consume it but not for long afterward," Amen says. To achieve optimal benefits, you must consume it regularly. You can buy supplements of green tea extract that you swallow or drops that you can add to other beverages. "In our clinics, we recommend 600 milligrams per day of green tea extract," Amen says. If you're a big tea drinker, that dose of extract translates to six to eight cups of liquid green tea.

# GOAL: REDUCED CONSTIPATION NATURAL SOLUTION: ACUPRESSURE

PERFORMING acupressure on yourself—by pressing on the perineum, the spot between the genitals and the anus, in pulses of three to five seconds each—can relieve constipation, says a 2014 study. "The pressure appears to relax the sphincter muscles and stimulate

others; good health depends on properly balancing your individual mix of these forces. "The Avurvedic approach to weight loss focuses on diet, exercise, sleep, relationships and environmental factors," says Jennifer Rioux, PhD, a medical anthropologist at the University of New Mexico Medical School. For instance, if you are high on the kapha dosha scale, you may be prone to weight gain. In that case, you should go to bed early and wake up early to prevent the physical sluggishness and mental grogginess that could contribute to poor decision making concerning food and exercise, Rioux explains. In addition, people with this Ayurvedic type are advised to emphasize lightly cooked or raw vegetables, whole grains, fruits and light proteins such as legumes, fish or poultry; to avoid sweet, salty, oily, rich and dense foods; and to drink four to six eight-ounce glasses of room-temperature water each day. In Rioux's research, participants who followed Ayurvedic practices

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Vibrio infections (raw shellfish)

WHAT'S UP, WHAT'S DOWN

FOOD
POISONING

C. coli infections (various foods)

**CASES** of vibriosis, an intestinal disease often linked to eating contaminated shellfish, shot up from 2006 to 2014, according to the CDC. Because *Vibrio* bacteria thrive in warm water, some scientists connect the jump to climate change. Vibriosis is rare but potentially fatal; protect yourself by avoiding raw clams and oysters. In the same period, instances of infection by a potent strain of E. coli, O157, fell by almost a third. The drop is attributed to increased food safety efforts, including stepped-up beef testing, plus DNA fingerprinting of bacteria samples, which helps epidemiologists quickly identify the source of an outbreak.

2 minutes **SPEND THIS** much more time each hour walking instead of sitting, and you may reduce your risk of premature death by one third, possibly because of the metabolic benefits of moving, says Srinivasan Beddhu, MD.

**WANT** a personal trainer but don't want to leave your living room? Try Wello (wello .com), which offers live online workouts with certified personal trainers on your computer or iPad via two-way video; you need either a built-in webcam or an external one. Wello offers 44 types of exercise, including vinyasa yoga, high-intensity interval training and kickboxing. Once you make a selection, you're presented with a list of user-rated trainers to choose from. One-on-one sessions start at \$99 a month for four half-hour workouts, while group classes (with a max of four friends in separate locations) begin at \$49 a month for four one-hour workouts. A dashboard tracks your progress. Founded in 2011 by two Stanford MBA students, Wello was bought by Weight Watchers last year.

# DECENT EXPOSURE

IF you're already wearing your Lululemon yoga pants to the grocery store, you'll be interested in the latest development: Athletic women are sporting their sports bras, uncovered, on the street. The look "shows off your active lifestyle," says New York City fashion correspondent Sofia Hedström. There's a potential health benefit, too. Compared with traditional bras, sports bras keep your weight better balanced and closer to your body, which reduces the odds of straining your spine, says New York orthopedic surgeon Howard Luks. If you're not that keen on displaying your midriff, wear the sports bra under everything.



#### Fend off falls

**WHEN** you step in a pothole or slip in the shower, strong foot muscles can help you remain upright rather than land on your butt. Here, a research-proven exercise that boosts stability.



1 Standing, shift weight to left leg, then lift right leg so that thigh is parallel to ground.
2 Spread body weight evenly on heel, big toe and little toe of left foot. Lift toes on left foot, spread them apart, then place them on ground. 3 Push tip of big toe down into ground, which increases foot's arch. Hold for 10 seconds. Repeat 5 times, then switch sides. Source: podiatrist and human-movement specialist Emily Splichal, DPM, author of Barefoot Strong: Unlock the Secrets to Movement Longevity



BOOK OF THE MONTH

**THE PATIENT'S PLAYBOOK** *by Leslie D. Michelson.* Each year an estimated 400,000 people die from medical error, but this medical-care management expert and patient-education advocate shows how savvy patients can protect themselves. A tip: When searching for a specialist, look at expertscape.com to find a nearby doctor who has published a lot in your field of interest and would thus be up on the most-advanced techniques.



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# For a natural treat your cat will love, try BLUE Kitty Yums.

Delicious BLUE Kitty Yums soft-moist treats are the perfect way to reward your favorite feline. Made with high-quality chicken, salmon or tuna, these tender morsels will leave her purring for more.



HEALTH

#### **WELL-BEING**



#### Lower your cholesterol

**ONE THIRD** of U.S. women have high LDL ("bad") cholesterol, which puts them at risk for heart attacks. Here's how to lower your level and improve your odds of a long life.



#### Eat plant sterols

**WHY** Sterols and stanols are plant substances that prevent the small intestine from absorbing cholesterol. One study says taking 2 grams a day reduces LDL by 10 percent.

HOW It's difficult to get that amount in a normal diet, so manufacturers add these substances to foods such as margarine and orange juice. You can also get the recommended dosage by taking an OTC supplement called CholestOff twice a day with food, says registered dietitian nutritionist Dawn Jackson Blatner, author of *The Flexitarian Diet*.



#### Cut saturated fat

**WHY** Many studies show that trading saturated fat (such as butter) for healthier fats—the mono- and polyunsaturated kinds found in vegetable and nut oils, olive oil, avocados and fish—will significantly reduce LDL cholesterol.

HOW While most of us know that burgers, bacon and the like contain saturated fat, pizza (blame the cheese) is actually the biggest source of the stuff in the U.S. diet. Instead of having two slices of pizza, eat a salad first, and then stick to a single slice.



#### Increase your fiber intake

<u>WHY</u> Fiber comes in two forms: the soluble kind (found in oatmeal, legumes, citrus fruits and strawberries), which brings down cholesterol, and the insoluble kind (found in whole grains and vegetables), which helps prevent obesity, a risk factor for heart disease.

**HOW** To get the recommended 30 grams of fiber each day, Blatner advises planning your daily produce intake this way: one cup of vegetables with lunch, one cup with dinner and a half-cup for a snack (carrot sticks would be good). Add two cups of fruit daily and two cans of beans weekly, and you're done.

#### A LITTLE HELP FROM OUR (FURRY) FRIENDS

**PET** owners are 60 percent more likely to become friendly with their neighbors than are those without animal companions, according to a survey published in *PLoS One*. Dog owners who walk their pooches are the most likely to form friendships through pets, but even cats bring people together. One survey respondent told researchers about her feline's "hilarious" habit: "The cat steals socks from [my neighbors'] homes and then I return them. It's a good way to get to know people." The social-lubricant effect of pet ownership has important health implications: Wide social circles boost individuals' physical and mental well-being.

#### 14%

#### **HOW MUCH YOU**

**MAY REDUCE** your risk of dying over the next seven years if you eat spicy food regularly (three to seven days a week), according to a Chinese study in *BMJ*. The seasoning eaten most often: chile peppers, which seem to have anti-inflammatory and anticancer effects.

"When I found out the cat food I fed Ginger for years had poultry by-product meal,

# I switched her to BLUE."

When pet parents learn about some of the ingredients in their cat food, they switch to Blue Buffalo. Every one of our BLUE cat food recipes features real meat and contains only the highest quality ingredients. We never use chicken (or poultry) by-product meals — because that's not something we want to feed a family member.



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#### NATURAL HEALTH BOOSTERS

CONTINUED FROM PAGE 112 intensity and frequency. "Biofeedback may help by bringing on the relaxation response," explains Randolph W. Evans, MD, clinical professor of neurology at the Baylor College of Medicine in Houston. "This state of deep rest may decrease the generation of migraines and also decrease anxiety, which is a trigger for them."

#### **GOAL: IMPROVED MOOD**

NATURAL SOLUTION: OMEGA-3 FATTY ACID SUPPLEMENTS

IF you're susceptible to depression but don't want to swallow prescription remedies, an over-the-counter pill may give your mood a lift. In a 2011 review of the medical literature, researchers at the New York State Psychiatric Institute concluded that taking omega-3 fatty acid supplements containing eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA) substantially improved depression. The effective supplements contained 200 to 2,000 milligrams more EPA than DHA. Omega-3 fatty acids help maintain cell membranes, including those in the brain, and have a stabilizing effect on neurotransmitters such as serotonin, which is beneficial for mood and brain function, explains David L. Katz, MD, director of the Yale-Griffin Prevention Research Center.

#### **GOAL: PREVENTING POSTEXERCISE MUSCLE SORENESS**

NATURAL SOLUTION: DRINK TART CHERRY JUICE

CONSUMING tart cherry juice, which is higher in antioxidants than regular cherry juice, before and after intense exercise can help your muscles recover quickly. A study from the University of Vermont found that when exercisers drank 12 ounces of the tart juice twice daily for eight days, they experienced less pain and muscle damage after completing a series of arm exercises on day four. Similarly, a U.K. study showed that when marathoners drank the tart beverage for five days before, on the day of and for two days after the race, they experienced less inflammation and muscle damage than those who drank a placebo. Chalk up these benefits to the antioxidant and anti-inflammatory effects of the

cherry juice's anthocyanins (compounds that give cherries their pigment), says Pittsburgh sports nutritionist Leslie Bonci, RD, author of Bike Your Butt Off. "If the taste is too tart for you, cut the cherry juice with pineapple juice, use it in a smoothie with yogurt or almond milk and fruit, or dilute it with a flavored seltzer water," she suggests. Tart cherry juice is now available in grocery stores.

#### **GOAL: LOWER BLOOD SUGAR**

NATURAL SOLUTION: CINNAMON

MIXING a small spoonful of cinnamon into your food can reduce your postmeal blood sugar and enhance sensitivity to insulin, a 2012 study from Ball State University concluded. The payoffs to adding this ingredient: stabler energy levels and lower blood sugar, which could reduce your long-term risk of developing type 2 diabetes. Additional research from the University of California, Davis, links cinnamon consumption to lower fasting blood sugar in people who already have type 2 diabetes or prediabetes. Add a quarter to a half teaspoon of cinnamon to your meals-say, in a rice dish, your breakfast cereal or a cup of tea—each day.

#### **GOAL: REDUCED BLOOD PRESSURE**

NATURAL SOLUTION: BLUEBERRIES

CONSUME blueberries every day for eight weeks, and your blood pressure could fall by 7 mm Hg/5 mm Hg, a small but clinically significant amount, says a 2015 study from Florida State University in Tallahassee. The drop may occur because the vitamins, minerals, fiber and antioxidant compounds in blueberries work together to reduce stiffness

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of the arteries and improve the functioning of the inner lining of the blood vessels, says lead author Sarah A. Johnson, PhD, RD, now an assistant professor of food science and human nutrition at Colorado State University.

#### **GOAL: LESS PAIN SENSITIVITY**

NATURAL SOLUTION: SLOW, DEEP BREATHING

WHEN you experience pain, modify your breathing so that you inhale and exhale slowly and deeply. This can lower your sympathetic nervous system activity (which activates the tensed fight-or-flight response), dialing down pain sensations, according to research from the University of Regensburg in Germany. Engaging in this sort of breath therapy can be particularly helpful if you have chronic pain. The key is to relax as much as you can while engaging in these breathing exercises rather than concentrate too closely on achieving the right rhythm, the researchers say. You could use this strategy either when you're in pain or when you anticipate pain (say, before a dental visit).

# GOAL: MILDER MENSTRUAL CRAMPS

NATURAL SOLUTION: AROMATHERAPY MASSAGE

IF you have a lot of discomfort when you menstruate, consider an aromatherapy massage. A 2015 study found that women who received a massage over their lower abdomen with lavender oil experienced much more relief from menstrual cramps 30 minutes postmassage than those who did not receive the oil. The researchers note that massages produce pain relief by stimulating the release of endorphins, reducing muscle tension and increasing blood flow. Adding the relaxing aroma of lavender to the equation ups the comfort factor, because "lavender has been shown in many studies to help with anxiety, and anxiety makes pain feel stronger," says Jacob Teitelbaum, MD, an integrative physician in Kona, Hawaii. 1

**STACEY COLINO** is coauthor (with David L. Katz, MD) of *Disease-Proof: The Remarkable Truth About What Makes Us Well.* 

#### GET PAID WHAT YOU'RE WORTH

CONTINUED FROM PAGE 68 a different job title, was in the salary band below mine and had less experience—she had been at the organization for almost two years, which is the same point at which I, too, negotiated my first significant raise.

I told her my salary, \$70,000, with the understanding that she could attach my name to my number when she negotiated. Arming her in this way felt uniquely satisfying: a real-time pay-transparency experiment. I checked in with her a few days after her review and found that she had secured a new title and a raise. "Having the information from you put me in a position to argue my case more concretely and confidently," she told me. "I could say, 'Here are some people I consider comparative. Given that their titles and salaries are X and Y, I think it's fair that I ask for Z.'"

Of course, simply talking about salary is no panacea for wage discrimination. Bridging the national gap demands a complex formula of public policy, buy-in from executive leadership and a broad cultural shift. But big social changes are often ignited by the brave work of individuals: women and men who may not immediately profit from their impact. Talking about pay isn't just leverage for a raise. It's about demanding what's rightfor everyone. "The impact of the pay gap is felt not only by individual women but also by their families and the economy as a whole," says Gillis. "It's important for both men and women to say that pay inequality is wrong and that their spouses, mothers and sisters should be paid what they are fairly due." •

**ELIZABETH WEINGARTEN** is a deputy director at the New America foundation in Washington, D.C.

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#### PAMELA MOSES, 45

AUTHOR OF THE APPETITES OF GIRLS

ON TACKLING A TOUGH SUBJECT AND THE PAYOFFS OF PEOPLE-WATCHING

ON TRUSTING OURSELVES "My book The Appetites of Girls explores the complicated relationship women often have with food and their bodies, and the correlation between that and their relationship with parents, siblings and men. Part of growing into who we are meant to be, as the women in my book discover, involves learning to believe that voice in our own heads that says we are valuable."

ON PRODUCING HER FIRST BOOK "After three years of teaching full time, I decided to start my own tutoring business to give myself more flexibility to write. I squeezed in time for the novel at ungodly hours of the morning, during my children's naps and late at night. It felt like climbing Mount Everest. Now I'm grateful for those years of hard work."

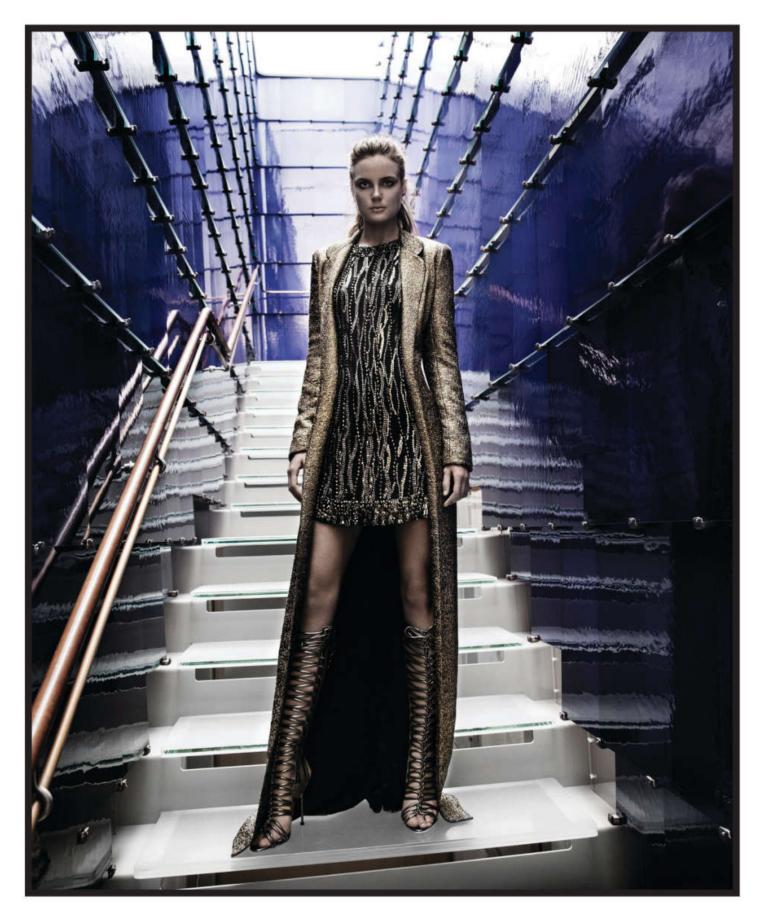
**ON SCOPING OUT HER SUBJECTS** "I majored in psychology, so I'm always studying human behavior. As a writer, you think about what motivates people and makes them do the things they do."

ON THE PERSPECTIVE KIDS BRING "My work is solitary and introspective, so I need levity in my life. Fortunately, I have two kids who keep me laughing."

**ON HER HIGH/LOW BEAUTY MIX** "I moisturize my body with Neutrogena Light Sesame Oil [\$11; drugstores]. Burt's Bees Super Shiny Mango Shampoo [\$8; drugstores] smells wonderful and makes my hair feel healthy. And for a night out, I spray on Dior's Diorissimo [\$92; dior.com]."

**ON THE BEST THING ABOUT BEING FORTY-SOMETHING** "I don't obsess over my insecurities. If I'm having a bad day, I know it will pass. I've lived long enough to know there are ups and downs."





# RITA VINIERIS

ritavinieris.com